

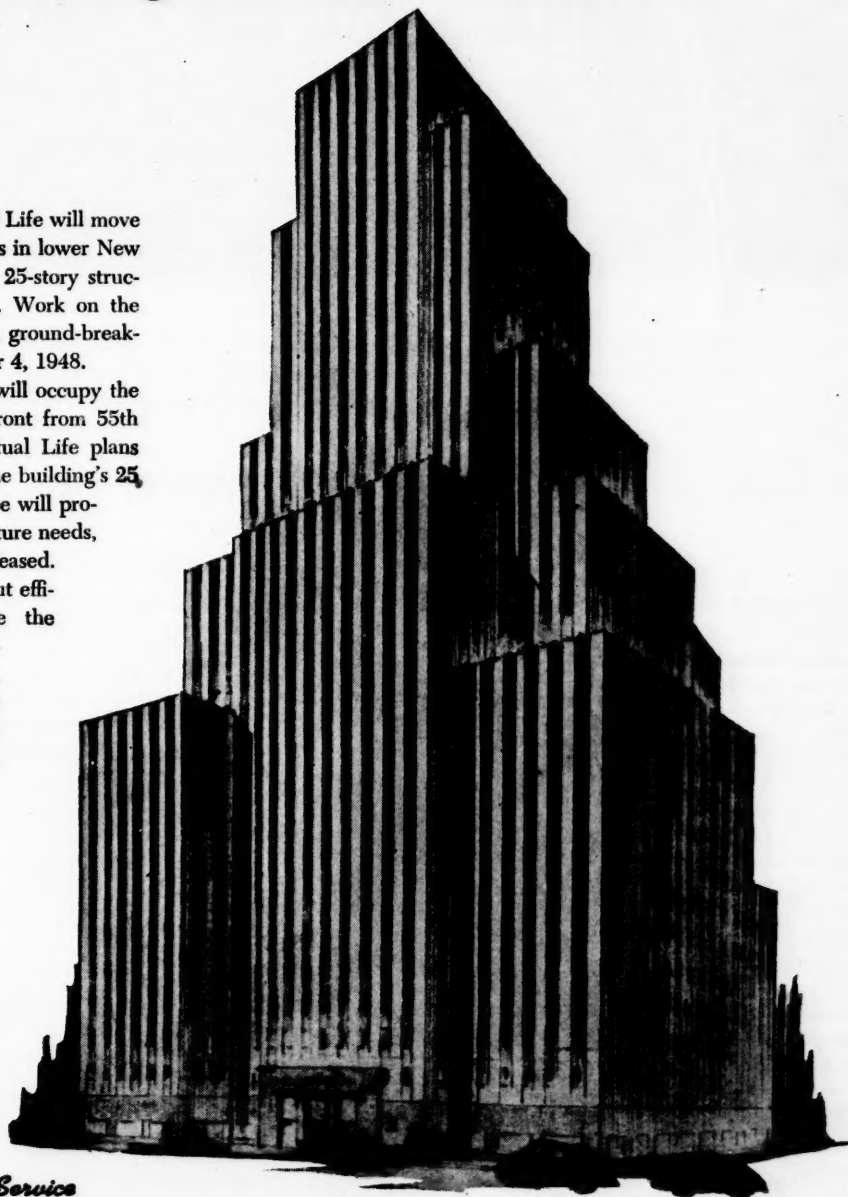
# *The* **NATIONAL UNDERWRITER** *Life Insurance Edition*

## Building for the Future!

**E**arly in 1950 The Mutual Life will move from its outgrown quarters in lower New York City to this modern 25-story structure on upper Broadway. Work on the new building began with ground-breaking ceremonies on October 4, 1948.

The new Home Office will occupy the easterly Broadway blockfront from 55th to 56th Streets. The Mutual Life plans initially to occupy 13 of the building's 25 floors. The remaining space will provide for the Company's future needs, and meanwhile will be leased.

The building's simple but efficient design will enable the Company to reduce operating costs materially, and thus provide better service to our Field Force and to our more than a million policyholders.



*Our 2nd Century of Service*

**THE MUTUAL LIFE**  
INSURANCE COMPANY of NEW YORK

34 NASSAU STREET



NEW YORK 5, N. Y.

**FRIDAY, JANUARY 21, 1949**

# PEOPLE

**IN** all walks of life and in every community in the United States have a personal stake in American life insurance. NWNL is proud of its part in performing a service of high trust to them and their families.

## 64th Annual FINANCIAL STATEMENT December 31, 1948

### RESOURCES

U. S. Government Securities.....	(39.6%)	\$67,569,798
Other Bonds:		
Canadian Government Guaranteed.....	(.9%)	1,480,793
U. S. State, County, and Municipal.....	(1.0%)	1,709,831
Canadian Provincial.....	(.9%)	1,519,661
Railroad.....	(5.9%)	10,143,840
Public Utility.....	(18.5%)	31,606,597
Industrial.....	(3.2%)	5,399,361
Stocks.....	(.9%)	1,619,489
First Mortgage Loans and Loans		
Fully Guaranteed by Veterans		
Administration.....	(20.6%)	35,089,729
Policy Loans.....	(3.8%)	6,457,984
Real Estate:		
Home Office Building.....	(.3%)	459,193
Sold Under Contract.....	(.1%)	183,034
Purchased for Income Purposes.....	(.2%)	302,064
Premiums in Course of Collection.....	(2.0%)	3,424,177
Interest Due and Accrued and		
Various Other Assets.....	(.5%)	822,067
Cash on Hand and in Banks.....	(1.6%)	2,734,417
<b>TOTAL.....</b>	<b>(100%)</b>	<b>\$170,522,035</b>

### LIABILITIES

Reserve on Insurance Policies.....	\$115,732,907
Reserve on Annuity Contracts.....	10,935,297
Death Claims Due and Unpaid.....	None
Claims for which Proofs are not Complete.....	635,310
Present Value of Death, Disability, and Other	
Claims Payable in Instalments.....	12,264,033
Premiums and Interest Paid in Advance and	
Premium Deposit Funds.....	10,177,046
Reserve for Dividends Payable in 1949 and	
for Dividends Left on Deposit.....	6,876,533
Reserve for Taxes Payable in 1949.....	459,682
Reserve for Employees' and Agents' Retirement...	816,445
*Group Contingency Reserve.....	281,239
Miscellaneous Liabilities.....	1,696,403
<b>Total Liabilities.....</b>	<b>\$159,874,895</b>
Voluntary Contingency and Other Surplus Funds	
for Further Protection of Policyholders:	
Special Contingency Funds.....	\$3,572,737
General Contingency Fund.....	1,000,000
Additional Surplus Funds.....	3,874,403
Paid-in Capital.....	2,200,000
<b>TOTAL.....</b>	<b>\$10,647,140</b>
<b>TOTAL.....</b>	<b>\$170,522,035</b>

\*Transferred from Special Contingency Funds.

**Insurance in Force \$817,103,367**

**NORTHWESTERN *National* LIFE INSURANCE COMPANY**

MINNEAPOLIS, MINNESOTA

Com  
Sick  
Bill

Plc  
Tru  
Ad

WAS  
garded  
posals  
of Sen  
gan, w  
million  
would  
benefit  
their m  
Acco  
sors, t  
eralizat  
monthl  
viding  
age wa  
of ave  
also p  
average  
present  
The  
benefits  
\$4,800 a  
an indi  
purpose  
of his c  
to redu  
65 to 6  
a bene  
of OAS  
from \$1  
A lun  
equal t  
fits wh  
insured  
and org

Disabili  
The  
Grath-V  
posals i  
1. Pr  
during  
weeks)  
months  
2. Al  
covered  
all emp  
to be c  
3. Sh  
previous  
ents of  
mum o  
to \$45 f  
depende  
4. Be  
be com  
OASI."  
Health  
unemplo  
are also  
lation.  
In th  
S 5. In  
portion  
adminis  
integrat  
the prop  
istered.

AFL P  
AFL  
to Cong  
pared b  
which fo  
Truman  
recomm

## Complete Federal Sickness Cover Bill Introduced

### Plan May Have Truman Blessing—State Administration Provided

WASHINGTON—What are regarded as administration legislative proposals submitted or projected by a group of Senators and Rep. Dingell, Michigan, would not only include some 20 million more workers under OASI, but would increase the minimum monthly benefit to \$37.50 for man and wife and their maximum benefit to \$150.

According to a statement by its sponsors, the plan also "provides for liberalization of the formula upon which monthly benefits are computed by providing for 50% of the first \$75 of average wages instead of only 40% of \$50 of average wages as at present, and also providing for 15% of additional average wages instead of 10% as at present."

The wage basis of contributions and benefits would be raised from \$3,000 to \$4,800 a year. It is proposed to compute an individual's average wage for benefit purposes "on his best five years instead of his entire lifetime as at present"; also to reduce women's retirement age from 65 to 60 years. The amount of earnings a beneficiary could make without loss of OASI benefit would be increased from \$15 to \$40 per month.

A lump sum burial benefit is proposed equal to three months insurance benefits where a deceased person dies OASI-insured. Liberalized benefits for widows and orphans are proposed.

### Disability Features Proposed

The disability features of the McGrath-Wagner-Murray-Dingell-etc. proposals include the following:

1. Provision for payment of benefit during temporary sickness (up to 26 weeks) and for extended disability (6 months or more).
2. All OASI-covered workers to be covered for short-term sick benefits and all employees and self-employed persons to be covered by extended liability.
3. Short-term benefits to be based on previous wages and number of dependents of the disabled person with a maximum of \$30 per single person and up to \$45 for a person with three or more dependents.
4. Benefits for extended liability to be computed "the same as those for OASI."

Health insurance, medical care and unemployment compensation provisions are also included in the proposed legislation.

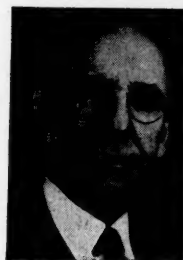
In the Senate the bill is numbered S 5. Insofar as the sickness insurance portion is concerned, it calls for state administration in those states that enact integrated legislation. In other states the program would be federally administered.

### AFL Program Submitted

AFL President Green has submitted to Congress a four-point program prepared by his social security committee, which follows closely much of President Truman's social legislation program recommended in recent messages.

## Says Discretionary Spending Power Augurs Well

Surplus national income available for discretionary spending, over and above the cost of maintaining the basic standard of living, will be about four times as large in 1949 as at the highest pre-war level, said President John S. Thompson of Mutual Benefit Life in his talk at the company's general agents' conference in Chicago.



**J. S. Thompson**

This margin between national income and cost of living concerns everyone who has a commodity or service to sell that is not directly related to the primary necessities of life and this margin is now greater than the entire 1940 national income, said Mr. Thompson. Expressed in dollars, the approximate figures are, in 1940 disposable personal income was \$76 billion, basic living costs to maintain current living standards were \$49 billion, leaving surplus income for discretionary spending or saving of \$27 billion. Personal savings were \$4 billion leaving income for discretionary spending of \$23 billion. In 1949 disposable personal income will be \$200 billion, basic living costs \$97 billion, surplus income \$103 billion, personal savings \$12 billion, and income for discretionary spending \$91 billion.

### Record for Peacetime Year

Mr. Thompson pointed out the 1949 discretionary spending figure of \$91 billion allows for \$12 billion of personal savings, a record for any peacetime year. An important element of this item of \$12 billion is the factor for the purchase of life insurance and accumulation of life insurance funds.

"When it is considered that the 'normal' savings of \$12 billion in 1949 may be increased by a share in the marginal item of \$91 billion the potentialities of the immediate future, for all organized means of savings, including life insurance, are obvious," he declared.

Mr. Thompson also dealt with Mutual Benefit's 1948 record, saying that ledger assets increased by almost 5%, the company's customary growth rate in recent years. The company continued during 1948 to invest at a slightly more favorable rate. The average gross yield on all new investments in 1948, after deducting all service and acquisition fees but no other investment expenses, was 3.11% as against 3.09 in 1947. While complete figures are not available, Mr. Thompson said that the experience with new investments gives reasons to hope that both the gross and net average rates of return will show a modest increase over 1947.

The AFL program includes OASI coverage extension to about 25 million workers, doubling OASI benefits; providing disability coverage with 26 weeks' benefits for temporary and regular retirement benefits for permanent; national health insurance for 125 million persons; unified national unemployment compensation system; higher unemployment taxes on employer and employees; maximum payroll tax to be 4% on wages up to \$4,800 a year, 2 3/4% to be enough, however, until health insurance gets fully operating; but part of the

(CONTINUED ON PAGE 11)

## Warn NQA Seekers of Feb. 28 Deadline

Agents seeking to qualify for the 1949 national quality award were urged this week by the award's sponsors, National Assn. of Life Underwriters and L.I.A.M.A., to make application immediately so that blanks will reach home offices before Feb. 28, the closing date for agents to file completed applications with their companies. The closing date for home offices to file endorsed applications is March 31.

In Canada, the final date for filing is June 30.

To qualify for the NQA this year in the United States, an applicant must have a persistency record such that on Dec. 31, 1948, 90% by number of lives or amount, whichever is higher, of the ordinary paid business of 1947 and 1948 has not terminated except by death or term conversion. In each of the two years, the applicant must have paid business not less than \$150,000 on at least 15 lives. Credit is given for industrial production, but at least \$100,000 of the paid business must be ordinary or monthly ordinary.

In Canada, the qualifications are \$100,000 of business in each of the preceding two years with 90% of the first year's business persisting during the two-year period. In addition, in both countries, applicants must be members of local underwriters associations.

The first awards were made in 1945 and the number presented has steadily increased until in 1948 over 8,000 agents in the United States and Canada received certificates. This year, a special five-year certificate will be presented to all the original 1945 award winners in the United States who have since qualified in each of the ensuing years, including 1949. This new award for five-year winners will be continued in future years. The cards issued to the five-year consecutive qualifiers will carry an embossed seal.

Application forms for the United States award are to be found in the December "Life Association News." They may also be obtained by writing the offices of N.A.L.U. or L.I.A.M.A. Completed blanks are sent to the home office, which in turn mails them to N.A.L.U. or L.I.A.M.A. The Canadian application blank may be secured from the Life Underwriters Assn. of Canada, 159 Bay Street, Toronto.

Associated committees for the NQA are N.A.L.U.'s committee on conservation, of which Richard E. Imig, New York Life, Sheboygan, Wis., is chairman, and the L.I.A.M.A. committee on quality business, headed by Grant L. Hill, vice-president Northwestern Mutual. A. H. Thiemann, New York Life, is chairman of the publicity subcommittee of the L.I.A.M.A. committee.

## A.L.C. Schedules Two Regionals

Regional meetings of the American Life Convention are planned for April 19-20 at Hotel Roanoke, Roanoke, Va., and for April 27-28 at the Muehlebach hotel, Kansas City.

No details of the meetings, other than establishing the dates and locations, have as yet been arranged, and further announcements will follow. However, the meetings will follow the general pattern set in recent years, in that no formal programs will be developed, and the sessions will provide those attending an opportunity for free and full discussion of the many problems currently absorbing the attention of life insurance executives.

## Doubts N. Y. Law Allows Pay Basis Endorsed by NALU

### Association Actuary Also Questions Adequacy for "Career" Contracts

NEW YORK—The agency expense limit formulas in section 213 of New York insurance law

result in limits that in some years may not be sufficient to support a modern career contract even though the plan is sound, while there is serious question whether the section will permit the minimum basic of compensation recommended by the National Assn. of Life Underwriters, according to Gordon D. McKinney, actuary of N.A.L.U.

In a comprehensive article on section 213, which appears in the January "Life Association News," Mr. McKinney gives in understandable language an interpretation of a piece of legislation that is extremely complex. Posing the question, "Should this section be amended?" he says that from the agent's viewpoint this involves two primary questions: Does the section provide the flexibility needed in developing compensation plans and does it permit an adequate basis of compensation?

### Question of Flexibility

With respect to the first question he says that flexibility of plans is possible under the provisions of the section, provided always that the present value of the total compensation does not exceed the maximum of 111.96% of one premium. The difficulty from the flexibility standpoint, for ordinary business, arises where a company wishes to adopt one of the modern plans involving large second, third and fourth year renewal commissions. The formulas used in setting the agency expense limits are still geared to the 1929 approach to compensation and do not lend themselves to such modern career contracts, he states, the result being that the expense limit in some years may not be sufficient to support the plan even though it is sound.

The question of adequacy of compensation under the section is more difficult to answer. He said that one test would be to apply the principles developed by the N.A.L.U. committee on compensation. The N.A.L.U. minimum basis is 50% first year commission, nine 5% vested, service fees thereafter and adequate group and pension coverage.

When these recommendations are compared with the maximum compensation permitted agents and general agents combined, it is seriously questioned whether the act will permit the N.A.L.U.'s commission basis plus service fees, adequate pension and group coverage and at the same time provide the minimum amount required by general agents to organize and finance a general agency, Mr. McKinney believes.

"Section 213 was drafted in 1929 and keyed to the business conditions and

(CONTINUED ON PAGE 19)



**G. D. McKinney**



**DINEEN SBLI SPEAKER****Various Methods of Writing Business Are Supplementary**

NEW YORK—The more life insurance that can be sold by all segments of the business, the less excuse there will be for Washington to do it for us, Superintendent Dineen said at a dinner sponsored by Savings Bank Life Insurance Council on its 10th anniversary here.

Speaking on "Room for Everybody," Mr. Dineen said that the various methods of writing life insurance are not only competitive but supplementary. The savings banks benefit by the sales efforts and advertising of the commercial companies and conversely purchasers of savings bank life become commercial company prospects for increased protection beyond the savings banks' maximum.

"While we have not reached the millennium of 'all for one and one for all' in this business," he said, "all benefit from every action which increases public acceptance of life insurance, and all suffer when any segment of the business does harm to the institution."

"There may be blind spots in life insurance sales organizations, lack of contact with some groups of potential prospects, or a simple shortage of manpower in producer ranks, but we can all be sure that any absence of solicitation is not due to a lack of diligence, salesmanship or hard work on the part of the agents," he stated.

The fair conclusion to draw is that there is not only room but even a need for making life insurance available to the public in every way consistent with the maintenance of high standards.

He noted that savings bank life is now well on its way in the state toward its second hundred million in force. He estimated that total sales of all life insurance in the state in 1948 totaled \$1 billion 800 million.

**L.I.A. Committees Are Designated**

NEW YORK—Life Insurance Assn. of America committees for 1949 have been appointed and are headed by the following chairmen: auditing, Floyd Kukswert, general auditor Mutual Benefit Life; compulsory health insurance, Ray D. Murphy, vice-president and actuary Equitable Society; coordination of activities, James A. McLain, president Guardian Life; investment research, Frederic W. Ecker, financial vice-president Metropolitan Life; membership, Robert E. Henley, president Life of Virginia; new office location, Paul F. Clark, president and chairman of John Hancock; program, A. A. Rydgren, president Continental American.

**State Mutual Men Speak at Frank Agency Meeting**

Raymond W. Frank, general agent of State Mutual in Chicago, held his annual agency meeting Tuesday, which was addressed by George P. Smith, assistant superintendent of agencies from the home office, and John W. Laffey, head of the group department in Chicago and the central west.

The agency placed third in State Mutual last year in paid new business volume and first in lives insured. The latter honor was won for the second consecutive year.

Mr. Frank presented agency awards to Earl Juers, leader in volume, lives and premium income in the agency for 1948; to Paul O. Larson, second in volume and lives. Mr. Juers also led the company in August, being designated "Man of the Month."

Among speakers and subjects were Henry E. Franzen, "Business Insur-

ance," and James A. Otto, "Annuities and Retirement Income."

There was a large exhibit of agency services and sales aids, company literature, sales promotion material, etc.

**Project New Home Office**

The projected new home office building of Great American Reserve at Olive and Live Oak, Dallas, is to be a four story modernistic building with ultimate plans for additions to 12 stories.

There will be 40,000 feet of space. There will be no basement and maintenance equipment will be housed on the roof.

**Claim Men Hear Cavanaugh**

L. D. Cavanaugh, president of Federal Life of Chicago, addressed the January meeting of Chicago Claim Assn. His talk was entitled "My Blueprint of an Efficient and Effective Claim Man."

The turnout was one of the largest in several years. Among the guests were Isaac Miller Hamilton, chairman of Federal Life, and Lee Parker, president of American Service Bureau. Kenneth L. Merley, counsel of Federal Life is president of the association.

**Metropolitan Names 2 in Mich.**

Clyde V. McElroy, former manager at Jackson for Metropolitan Life, has been named manager at Grand Rapids office, succeeding Herman O. Barrett, who is retiring. A dinner in Mr. Barrett's honor was attended by 150 guests. Cecil J. North and W. S. J. Shepherd, Metropolitan vice-presidents, present. Mr. Barrett has been with the Metropolitan for 34 years, the last 12 as Grand Rapids manager.

Philip P. Shelton, formerly of Detroit, has been named Metropolitan manager at Sault Ste. Marie, succeeding August Roty.

**Hilgedag to Open Law Office Feb. 1**

R. W. Hilgedag, who recently resigned as legal editor in charge of the advanced underwriting services of Insurance R. & R., will on Feb. 1 open a law office in the Security Trust building, Indianapolis. He will specialize in estate planning, federal taxation, and pension and profit-sharing matters.

Mr. Hilgedag has, since 1943, served annually on the lecturing staff of the New York University institute on federal taxation, and he has been a lecturer in federal taxation for Indiana University law school. In addition to his editorial work and the preparation of a monthly commentary on estate and taxation points of interest to life underwriters, Mr. Hilgedag is author of numerous articles and publications.

Mr. Hilgedag is vice-president of the Indianapolis Life Insurance & Trust Council. He joined the legal department of R. & R. in 1942, prior to which he was on the staff of Prentice-Hall. Before that he was a member of the E. A. Crane agency of Northwestern Mutual, Indianapolis.

**Berkshire G. A. Assn. Elects**

At the annual meeting of the Berkshire Life General Agents Assn., Raymond F. Thorne, New York City, was elected president. Joseph W. Fox, Jersey City, became vice-president and Robert F. Ober, secretary-treasurer. George N. Matthews, Buffalo, and James B. O'Brien, Albany, N. Y., are members of the executive committee.

The Ralph M. Love agency in Hartford led Connecticut Mutual in increase in sales for 1948, with 34%. It was the agency's best year in its 100-year history, with twice as much business as in any year prior to 1945.

**Book of J. L. Loomis' Writings Is Issued**

"Notes of a Native New Englander," containing some of the writings of Chairman James Lee Loomis of Connecticut Mutual, has been published in connection with the anniversary celebration staged by the company's agents in honor of Mr. Loomis' 70th birthday and 40th year with the company. There are seven addresses, two essays, and 19 excerpts from various writings and four poems. While life insurance appears in a number of these writings, only those writings have been selected for full quotations that seemed to have more or less universal appeal because of their characteristic literary and philosophical qualities.

One of the essays was written for the Twilight Club. The other, "The Essence of Beauty," was read to the Monday Evening Club.

**P. W. Cook Agency Shows Good Gain for the Year**

The Paul W. Cook agency of Mutual Benefit Life in Chicago paid for considerably more than \$6 million last year, a substantial increase over 1947.

Mr. Cook announced at the agency's luncheon in honor of R. W. Wilkinson, regional superintendent of agencies. All departments shared in the increase. December paid for was \$906,518 and business for January already exceeds \$1 million. While the Cook agency is small in numbers it was gratifying to Mr. Cook as chairman of the Million Dollar Round Table that five of his agents made the company's President's Club. They are M. J. Hamilton, A. C. Droste, Alec E. Kollenberg, Harold M. White and Charles B. Tuttle.

Mr. Hamilton, who led in both volume and earnings, is within easy reach of qualification for the Million Dollar Round Table. Ralph P. McCasky was welcomed back to the Mutual Benefit.

The agency's 1948 increase was attributed to business life insurance and extensive use of the company's direct mail sales aids. Mr. Wilkinson congratulated the agency on its fine record.

**Kent Wins Regional Plaque**

Announcement was made at a special meeting of the Sidney A. Kent ordinary agency of Prudential in Chicago that it had won the company's 1948 plaque for the central region on 12 points of accomplishment. A party was given for Mr. Kent attended by agents and members of the clerical force celebrating his 25th year in the business. Mr. Kent was presented a gold illuminated binder containing 104 applications for a total of \$611,898 sold in the period Dec. 13-Jan. 13 in his honor.

Leading producers in the drive were Arnold P. Sorensen, \$96,992; Joseph G. Carmen, \$65,850; R. Richard Gottardo, \$63,650, and James E. Dooley, \$48,000.

Mr. Kent was presented on behalf of the staff a complete fishing outfit.

**L.O.M.A. Grads to Meet**

Society of Life Office Management Assn. Graduates will hear Dr. S. Rains Wallace, director of research of L.I.A. M.A. at a dinner in the Military Park hotel in Newark Jan. 27. His topic is research in life insurance distribution.

**Travelers Had \$999,091,000**

HARTFORD—New paid-for life insurance in 1948 amounted to \$999,091,000, Travelers reports. Additions to group policies came to \$1,136,195,000.

**SELL THE SIZZLE**

Elmer Wheeler authored the expression, "Sell the Sizzle." All life underwriters who have an eye on more and more sales and higher and higher earnings can profitably apply the term to their own selling.

Reduced to its essence, the term simply means that it is much easier to sell the delightful aroma and the sizzle of the steak on the fire, than it is to sell just plain steak.

To paraphrase the term, the life underwriter must sell not insurance, not a policy, but freedom from financial worry; peace of mind; a guaranteed income; a college education for the children.

Don't sell your prospect steak. Sell him the sizzle and the aroma!

Insurance in Force — December 31, 1948 — \$395,053,146

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
LOUISVILLE



omis'  
ed

Englander,"  
writings of  
is of Con-  
published in  
sary cele-  
y's agents  
th birthday  
any. There  
ays, and 19  
ys and four  
appears in  
only those  
or full quo-  
more or less  
their char-  
phical qual-

ten for the  
"The Es-  
to the Mon-

shows  
ear

of Mutual  
for con-  
more than  
tion last  
substantial  
over 1947,  
book and  
at the  
luncheon  
of R. W.  
n, regional  
dent of  
All de-  
shared  
increase.  
paid for  
5,518 and  
for Janu-  
y exceeds  
agency is  
tifying to  
e Million  
ve of his  
resident's  
on, A. C.  
t. Harold  
tle.

both vol-  
asy reach  
on Dollar  
asky was  
l Benefit.  
was at-  
ance and  
s direct  
son con-  
e record.

laque

a special  
ordinary  
o that it  
laque for  
ts of ac-  
given for  
nd mem-  
lebrating  
Mr. Kent  
d binder  
a total  
Dec. 13-

ive were  
Joseph G.  
Gottardo,  
\$48,000,  
behalf of  
it.

agement  
S. Rains  
f L.I.A.  
ry Park  
topic is  
tribution.

.000  
life in-  
99,091-  
ions to  
.000.

## N.A.I.C. Action Leaves Confusion in A. & H. Field

A comprehensive review of the action taken by National Assn. of Insurance Commissioners affecting A. & H. insurance was given by J. F. Follmann, Jr., manager of Bureau of A. & H. Underwriters, at the January meeting Tuesday of Chicago A. & H. Assn. He especially deplored the indefinite situation in which the new standard provisions law was left. There has been for some time a state of confusion because of the uncertainty as to what the commissioners would do regarding pending matters. This has deterred the writing of new coverages and changes in existing forms. He said the business is entitled to a settling down period, which it apparently will not get until the situation is clarified. Mr. Follmann's discussion was directed mainly to the standard provisions law and the statement of principles. He reviewed the two years' work on the former, the effort toward greater flexibility through making it an "in substance" law and the additional provisions included for the greater protection of policyholders, all of which had received the approval of both the commissioners and the industry.

### Three Important Changes

As finally approved by the commissioners, however, in addition to the qualification that it should be subject to further consideration, resulting in the uncertainty and confusion already cited, there were three important differences from the draft which had been accepted by the industry. There was a requirement for dual approval where the law has been enacted by a company's domiciliary state but not in a state where it desires to issue policies. An additional limitation was placed on the use of waiver riders, which will leave the companies in many cases no alternative except to cancel and issue a new policy, and the requirement for bold face type in certain provisions, which had been deleted by the joint committee, was restored in the final draft.

The industry is not so much concerned with the latter point, but regards the other two as extremely vital. At a conference with Chairman Knowlton of the commissioners' A. & H. committee following the New York meeting, he agreed to send out to all of the commissioners a statement of the changes the companies desired to have made, but sufficient time has not elapsed as yet to get their reactions.

Mr. Follmann also reviewed in some detail the statement of principles and the minimum benefit proposals which led to its preparation. He regards it as a very valuable contribution to the regulatory pattern.

Joseph Byrnes, Employers Liability, vice-president of the Chicago association and chairman of the sales congress committee, announced the speakers so far secured for the congress, which is to be held March 15. James E. Powell, vice-president of Provident Life & Accident, will be the luncheon speaker. Others on the program will include John B. Lambert, Mutual Benefit H. & A., Cleveland, president Cleveland association and general chairman for the National association convention there next June; W. Stanley Stuart, General American Life, St. Louis; Don Compton, vice-president of Combined, Chicago; Carl A. Ernst, North American Life & Casualty, St. Paul; D. Stuart Walker, Mutual Benefit H. & A., Philadelphia; Robert R. Tyler, Loyalty group; E. H. O'Connor, Insurance Economics Society, and Wesley J. A. Jones, assistant executive secretary of the National association.

President Irving Wessman, Loyalty group, announced that the speaker at the February meeting will be W. E. Leiby, nationally known Los Angeles general agent, and that he also plans to invite H. B. Hershey, now Illinois insurance director, who would be honored at a cocktail party preceding the luncheon.

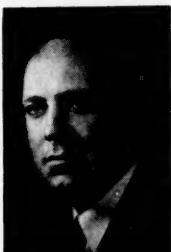
## Frankness Enhances Value of Talks at Mutual Benefit's G. A. Conference

Mutual Benefit Life's general agents' conference at Chicago emphasized job analysis and consisted of two days of concentrated sessions in which general agents and home office people talked with complete frankness about their problems and came up with many valuable answers.

H. Bruce Palmer, vice-president in



H. B. Palmer



R. E. Pille

charge of agencies, stressed the need for more intensive and more selective recruiting. He said that recruiting sights are often set too low because of the recruiter's feeling that a proven successful man "cannot transfer his success complex to this greatest of all businesses."

"Let's recruit our 1949 net objective of 144 men from successful men and not from failures," Mr. Palmer urged. "It could be done."

However, the procurement of manpower is secondary to the maintenance of a happy, contented group of associates and the manpower program should encompass plans for the latter objective, Mr. Palmer said. He advocated an enlightened, aggressive attack on this job, rather than waiting for discontented groups to develop among agents.

Mr. Palmer asked the general agents

to accept a quota of \$238 million. Last year the quota was \$219 million and the field paid for \$226 million. He said the company could do \$250 million in 1949.

Richard E. Pille, superintendent of agencies, said that production was up 8.57% for 1948. Mutual Benefit now has twice as many agencies producing more than \$2½ million as it had five years ago. Full-time agents accounted for 85% of production. The average policy was more than \$7,000 and the average premium was nearly \$50. A good many more lives were written during 1948 than in 1947, partly as the result of a conscious emphasis on diversification of prospecting. Business insurance accounted for \$33 million. The company had 715 agents a year ago and set the objective of 899 by the end of 1948. It achieved 900 with a very low turnover rate.

Leading the panel on management of agency finances, James P. Moore, director of agency finances, said there are two kinds of people: Those who manage money and those who handle money as if it didn't need management. He emphasized the importance of financial management as an integral part of the general agent's job of making money.

### Agent As Entrepreneur

M. James Houlihan, Flint, emphasized the role of the general agent in his character of one who assumes the risk and management of business. He pointed out that all businesses require risk capital. The retail merchant invests in stock and fixtures, the manufacturer in plant machinery and raw materials, while the general agent's investment is for new manpower and a general agency requires capital to function efficiently and profitably.

Mr. Houlihan emphasized that the

(CONTINUED ON PAGE 19)

## Harry B. Hershey Is Illinois' New Insurance Director

The new insurance director of Illinois is Harry B. Hershey.

He has been the man that Governor Stevenson has wanted for the position and it is understood that he got Mr. Hershey's consent to accept the appointment last Saturday.

The appointment sits exceedingly well with the insurance fraternity, even though the understanding is that he wants to remain in office only a few months. This would take him through the legislative season and then a permanent appointment would be made. It was thought at one time after Governor Stevenson's election that Mr. Hershey would be appointed to the Illinois commerce commission. Presumably Mr. Hershey preferred the insurance post to that.

### Ran for Governor in 1940

Mr. Hershey in 1940 was the Democratic nominee for governor and he was a powerful factor in the Stevenson campaign. He has a very close acquaintanceship with the insurance business, as his law firm of Hershey & Bliss at Taylorville does substantial insurance company defense work and from 1932 to 1940, he was counsel for the bureau of liquidations, conservations and rehabilitations of the Illinois insurance department, this being the office over which Frank J. Bartsch has presided as special deputy of the insurance department for 21 years.

Mr. Hershey is known as a man who is successful in delegating authority and commanding loyalty. He has the reputation of scrupulously keeping his word and whenever he accepts a job, he turns out a superior performance.

He takes the place of Nellis P. Parkinson, who started out eight years ago as assistant insurance director and then was appointed director when Paul Jones resigned. He has been conscientious and has won the respect of the insurance business in his administration. Before he entered public office he was for many years with Mutual Benefit Life at Decatur.

Mr. Hershey is a Phi Beta Kappa graduate of University of Illinois and he graduated at University of Chicago law school. He had a brilliant scholastic record. He was elected state's attorney of Christian county before he was admitted to the bar and he served in that office from 1914 to 1922. He was elected mayor of Taylorville in 1924 without opposition. He manages some 1800 acres of farm land.

It is expected that a few of the men who were in the insurance department when Ernest Palmer was insurance director will return to serve under Mr. Hershey.

## E. L. Marshall Now Lafayette Life's President

LAFAYETTE, IND.—E. L. Marshall, vice-president of Lafayette Life since 1929, has been promoted to president, succeeding F. L. Alexander, president for nearly 20 years, who becomes chairman. Jacob W. Link, secretary, was promoted to vice-president. F. M. Kuipers, treasurer since 1941, was given the additional duties of secretary.

## Memphis Leaders Elect

Memphis Quarter-Million Club has elected Jack Umstead, Jefferson Standard, chairman to succeed Lloyd Ramsey, State Mutual; Harry Ramsay, Penn Mutual, vice-chairman; and William Brakebill, Provident Life & Accident, secretary-treasurer. Mr. Ramsay was designated honorary president for leading all club members for 1948 and Isaac Loskove, State Mutual, vice-president for finishing second. Both are life and qualifying members of the Million Dollar Round Table.

## Another Generation

Men in the steel industry have a saying that "Good iron never dies." When things manufactured of iron and steel have outlived their usefulness they are not thrown away like broken glass but make their way to the scrap iron pile from which they go back to work in another form. In the making of steel it is necessary to include with the new ore a quantity of scrap iron.

It may be that the automobile you drive down the streets of your metropolis contains some of the very iron with which your pioneer great-grandfather ploughed the field where your modern city now stands.

It could be said that life insurance never dies. When life insurance proceeds are distributed a family is held intact, people are given funds for old age, children are educated, a business is rescued from a break-up. Thus the family is set off to a new start. One generation financially assists the next generation.

• • •

## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## Conn. Mutual G.A.s at Fla. Meet Hear Reports of Gains

HOLLYWOOD, FLA.—Connecticut Mutual enjoyed substantial business gains in 1948, Vice-president George



P. M. Fraser



G. F. B. Smith

F. B. Smith reported Monday at the annual general agents' conference here.

Mr. Smith said 1948 saw a gain in insurance in force of \$133,615,169, bringing the total to \$1,831,564,110. Paid-for new business totalled \$205,570,279. It was the third year the company had topped \$200 million in new business.

President Peter M. Fraser said new investments of \$139,652,750 were made, the gross rate of return being 3.88% compared with 3.74% in 1947. It was due to this slight upward trend, he said, that the company recently was able to announce new annuity rates giving a somewhat higher return.

## Mich. Ruling Upheld

LANSING—Making its first report under provisions of a new statute providing for legislative review of all rulings by Michigan governmental departments or bureaus, the special committee

on administrative rules upheld a contested ruling of the insurance department. The department ruling, protested by the Michigan Life of Detroit, provided that no application form be used containing a provision authorizing the insurer to amend the application affecting the amount of premium classification, or other important provisions of the contract.

## Independent Union Rejects Proposals of Prudential

MILWAUKEE — Members of the International Union of Life Insurance Agents, independent, have rejected by four to one, proposals of the Prudential in negotiations for a new contract. The union claims bargaining rights for 2,500 industrial agents in Wisconsin, Ohio and Minnesota. There are 39 locals with some representation in Illinois and Indiana.

The union had requested a paid vacation of two weeks for one to 15 years of service; three weeks up to 20 years, and four weeks after 20 years, on a \$55 per week vacation pay basis with elimination of quotas in the consideration. An improved pension system and a general increase in commissions were also asked. The company offered better disability allowances and partly paid vacations, the union states.

Negotiations will be resumed after an election which the national labor relations board will hold Feb. 3 for industrial agents of Prudential in 31 additional states. The board issued an order that the 31 states constitute a single unit for the purpose of collective bargaining, thus consolidating the petitions of the AFL, the CIO and the independent union, all of which will be on the ballot.

## N. A. L. & C. Managers Meet

Managers from the United States and Canada attended the North American

Life & Casualty's planning conference at the new home office building in Minneapolis. The sales promotion program for 1949 stressed the use of direct and preapproach mail in every type of market and featured a record number of new sales aids.

## Huebner Foundation Now Making Awards for 1949-50

The S. S. Huebner Foundation for insurance education is now making its fellowship and scholarship awards for the 1949-50 academic year. These range from \$600 to \$2,000 depending on the applicant's qualifications and circumstances. Additional aid may be given in connection with research projects or to meet special situations. Candidates with previous teaching experience at a college or university and expecting to return there will be given special consideration. Veterans of the last war utilizing educational benefits under the GI bill are eligible for these grants on a modified basis.

Although grants will normally start with the fall term of the 1949-50 academic year, other arrangements can be made in special cases. A candidate for either a fellowship or scholarship must have at least a bachelor's degree and in addition be required to certify that he intends to follow a teaching career, that he will major in insurance for a graduate degree, ordinarily a Ph.D., and that while he holds a fellowship or scholarship he will not engage in any outside work for pay or profit without the administrative board's consent. Names of successful candidates will be announced in April.

The cooperating committee for the foundation, under whose auspices financial support for the foundation is obtained from life companies, includes three representatives each from Life Insurance Assn. of America, American Life Convention, and the Institute of Life Insurance. Chairman is Thomas I. Parkinson, president of Equitable Society. Detailed information regarding awards may be obtained from the foundation, 3924 Walnut street, Philadelphia 4.

## Sun of Canada Promotes Pemberton and Doody

Sun Life of Canada has promoted J. S. B. Pemberton, assistant treasurer, to associate treasurer and F. K. Doody, supervisor industrial section, to assistant treasurer.

Mr. Pemberton is a graduate of McGill. He joined Sun Life in 1927 and became chief clerk in the investment department in 1935, supervisor in 1940 and assistant treasurer in 1945.

Mr. Doody has been with Sun Life since 1925 when he joined the investment department. He was named chief clerk in 1936 and supervisor in 1940. During the latest war he was an army captain.

## Shoul Again Leads Mutual

Jacob W. Shoul, Boston, led Mutual Life agents in volume for the fourth consecutive year.

\* Sam S. Herwitz, Cincinnati, and J. Dudley Miller, Persons agency, Chicago, ranked second and third. In the number of paid applications, Adrian Fisch, St. Paul, headed the company for the third consecutive year. Following him were Henry Burich, Minneapolis, and Lester W. Frees, Sioux City.

## Ratio of Policy Loans to Reserves at 50-Year Low

While policyholders' requests for new policy loans increased materially during 1948, the ratio of loans outstanding at year-end to total policy reserves in all U.S. life companies remained about the same as in 1947, the lowest since the turn of the century, the Institute of Life Insurance reports.

At the close of last year, the total of these loans was \$2,075,000,000, an increase of only \$138 million although new policy loans made during 1948 were \$420 million. The year-end total outstanding is \$1,731,000,000 or 45% less than the all-time peak in 1932, when the total was \$3,806,000,000. In 1932, they represented 21% of the reserves at the end of the year, while the 1948 loans represent just over 4% of the reserves.

## United Home Life of Ind. Is Off to a Good Start

INDIANAPOLIS—Insurance written or applied for in United Home Life of Indianapolis since it began operations last Dec. 17 is almost \$1½ million. The company has completed its official line-up, officers being H. F. Schoettl, chairman, N. N. Skolnick, president; C. N. Carter, secretary; R. P. Batchelor, treasurer, and James Northam, counsel.

Mr. Schoettl is a former Indianapolis general agent of Franklin Life and a 1946 member of the Million Dollar Round Table. Mr. Skolnick was formerly district manager of Franklin Life and has been in the life insurance business for many years. Mr. Carter is a certified public accountant and Yale graduate. Mr. Batchelor, a Princeton graduate, recently served as president and treasurer of Oaklandon Homes, Inc. The company has authorized capital of \$250,000 of which \$100,000 has already been paid in.

## Seeks Autonomy for Utah Dept.; Commissioner Open

SALT LAKE CITY—J. Bracken Lee, the new governor of Utah, in his first message to the legislature called for the establishment of an independent state insurance department. Presently the insurance department is under the business regulation commission which controls numerous other activities. Governor Lee is a former general insurance man from Price.

Prominent among those talked of for the post of Utah insurance commissioner is R. W. Garff, deputy commissioner for several years, who resigned recently. It is not believed Commissioner Carlson will be a candidate to succeed himself, but he is expected to continue as an ex-officio member of the business regulation commission. Others mentioned for commissioner include C. N. Ottosen, who was both deputy and commissioner between 1939 and 1943. He recently resigned as assistant state attorney. He was secretary of the interim committee of 1945 which drew up Utah's present insurance code. Other possibilities are Oliver P. Kernodle, former general agent of Penn Mutual, Salt Lake, and O. C. Bowman, General American Life. The appointment is not expected before March 1.

## SHOW 1948 INSURANCE RESULTS

	New Bus. 1948	New Bus. 1947	1948 Inc. in Force	1947 Inc. in Force
Bankers Life, Neb. ....	38,009,447	37,892,106	21,245,576	23,641,803
Business Men's Assurance .....	98,179,672	81,518,183	52,338,838	42,830,773
Columbus Mutual Life .....	21,938,085	24,285,433	13,023,503	15,695,537
Farm Bureau, Ohio .....	68,562,229	53,387,125	46,501,907	33,695,149
Fidelity Mutual Life .....	62,789,818	73,629,954	35,575,116	48,002,626
Great-West Life .....	198,693,175	195,226,349	138,834,218	149,672,527
Guarantee Mutual Life .....	32,441,514	26,994,704	14,662,615	6,706,408
Minnesota Mutual Life .....	133,109,626	123,899,302	73,947,812	70,763,355
Northern Life of Seattle .....	40,216,102	46,854,203	16,254,524	22,939,858
Pan-American Life .....	66,503,645	57,566,564	34,899,436	33,010,306
Sun Life, Baltimore .....	41,196,244	39,981,759	14,414,799	14,952,102

## Clifford L. McMillen

A former General Agent of the Northwestern Mutual Life Insurance Company for more than thirty-six years.

No. 2 of a series—No. 1 appeared last week.

**That if Big Plans are laid by men and women in the life insurance business—those who will achieve the most satisfying and most permanent success are those who have the greatest capacity to appreciate the spiritual values of life insurance in action.**

*Cliff McMillen*

*Concept:*

## Fid... Kee...

Fidelity... Kee...  
treasur...  
urer, v...  
securit...  
treasur...  
dent-m...  
assista...  
derwri...  
agency...  
assista...  
Ulrich...  
tary a...  
comes...  
Nam...  
were C...  
of Fid...  
Symes...  
eration...  
Mr. J...  
operati...  
ated fr...  
practic...  
nesota...  
of Fide...  
was tra...  
departm...  
departm...  
assista...  
1941 an...  
Mr. J...  
joined...  
departm...  
investm...  
was ap...  
1944.  
Mr. J...  
sylvania...  
partmer...  
then be...  
sylvania...  
went w...  
has bee...  
apprais...  
assista...  
Mr. F...  
in 1922...  
several...  
transfe...  
1929 an...  
ant.

Miss...  
publicit...  
in charg...  
staff in...  
she has...  
and edi...  
secretar...  
and sec...  
Group...  
Assn...  
Mr. J...  
Yale. I...  
with a...  
delphia...  
life depa...  
and the...  
of Fide...

The c...  
sler was...  
his fun...  
partmen...

## Marg... Busin...

The...  
named...  
manag...  
Hanco...  
as "busi...  
an of th...  
its se...  
New...  
"wome...  
year"  
Miss D...  
appoint...  
ing man...  
John H...  
Novemb...  
ing its...  
the "H...  
eler" sa...  
the first...  
fill this...  
the lead...



## Fidelity Mutual Ups Keesey, Many Others

Fidelity Mutual has promoted W. C. Keesey, treasurer, to vice-president-treasurer. A. W. Platt, assistant treasurer, was elected second vice-president-securities, and E. L. Carlson, assistant treasurer, was named second vice-president-mortgages. P. A. D. Schuessler, assistant secretary, now is assistant underwriting officer. C. T. Feddeman, agency assistant, has been advanced to assistant manager of agencies. Elsie Ullrich has been named agency secretary and W. Morgan Churchman becomes agency assistant.

Named as directors of the company were Calvin L. Pontius, vice-president of Fidelity Mutual, and James M. Symes, vice-president in charge of operations for Pennsylvania railroad.

Mr. Keesey now heads all investment operations of the company. He graduated from the University of Iowa and practiced law in his native state of Minnesota. He entered the law department of Fidelity Mutual in 1929 and in 1931 was transferred to the mortgage loan department, becoming secretary of that department in 1933. He was appointed assistant secretary of the company in 1941 and treasurer in 1944.

Mr. Platt is a Rutgers graduate. He joined Fidelity in 1926 in the actuarial department, becoming secretary of that investment department in 1930. He was appointed assistant treasurer in 1944.

Mr. Carlson graduated from Pennsylvania, joined the land valuation department of the Reading railroad and then became field secretary of the Pennsylvania Joint Stock Land Bank. He went with Fidelity Mutual in 1929 and has been successively estate inspector, appraiser and loan supervisor, becoming assistant treasurer in 1944.

Mr. Feddeman joined Fidelity Mutual in 1922 as cashier at Philadelphia after several years with Prudential. He was transferred to the agency department in 1929 and in 1941 became agency assistant.

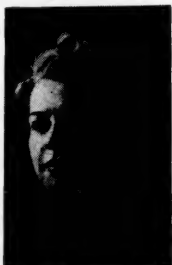
Miss Ullrich began as secretary to the publicity manager and then was placed in charge of the clerical and secretarial staff in the agency department. Lately she has arranged company conventions and edited the field magazine. She is secretary of the Fidelity C.L.U. Assn. and secretary-treasurer of the Keystone Group of Life Insurance Advertisers Assn.

Mr. Churchman is a graduate of Yale. He was for 11 years associated with a general insurance firm in Philadelphia as broker and manager of the life department. He served in the navy and then joined the agency department of Fidelity Mutual.

The change in the title of Mr. Schuessler was made to bring it in line with his functions in the new business department.

## Margaret Divver Cited as Business Woman of Year

The Boston "Herald-Traveler" has named Margaret Divver, advertising manager of John Hancock Mutual, as "business woman of the year," in its selection of New England "women of the year" for 1948. Miss Divver was appointed advertising manager of the John Hancock in November. In making its selection the "Herald-Traveler" said: "She is the first woman to fill this executive position with one of the leading insurance companies."



Margaret Divver

## Companies' 1948 Year-end Figures Are Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1948	Ins. in Force Dec. 31, 1948	Increase in Ins. in Force	Prem. Income 1948	Benefits Paid 1948	Total Disburs. 1948
Amicable	28,732,527	2,251,866	1,524,337	23,725,497	148,541,929	8,702,820	3,694,362	1,551,463	3,318,720
American Reserve	9,485,764	492,934	832,466	6,578,701	40,056,694	4,501,168	1,106,937	523,164	1,008,497
Columbus Mutual	72,554,905	4,989,674	8,630,830	21,938,085	230,330,891	13,023,503	7,671,982	3,477,720	6,551,926
Great American, Kan.	3,583,818	279,974	359,464	1,925,030	17,424,403	646,181	439,976	115,283	293,714
Minnesota Mutual	104,307,226	9,857,332	5,742,217	133,109,626	566,053,384	73,947,312	15,568,628	5,751,850	11,551,105
National Fidelity	10,495,051	794,036	969,396	7,962,728	58,184,756	3,961,684	1,441,572	418,797	1,089,986
Nebraska National	251,316	89,602	50,768	2,426,000	5,553,000	2,886,000	192,554	10,882	122,792
Northwestern National	170,522,035	14,889,671	10,647,140	140,061,558	817,103,367	73,145,678	21,770,139	8,613,391	16,805,444
Sun Life, Baltimore	45,317,249	3,816,943	3,513,515	41,196,244	264,395,838	14,414,709	7,689,829	1,935,254	5,808,959
Pan-American	93,335,265	9,211,596	5,910,955	66,503,645	351,352,604	34,899,436	14,910,580	5,633,154	11,127,151
Provident, N. D.	15,430,244	2,109,120	1,155,949	17,289,352	94,591,037	11,950,504	2,709,988	453,863	1,632,897
Wisconsin Life	11,788,296	954,656	490,449	5,745,936	47,621,470	3,729,177	1,254,929	521,932	1,163,041

## Rockford Blue Cross Maintains Independence

The statement in the Dec. 24 NATIONAL UNDERWRITER that the Chicago Blue Cross will "eventually" take over Northern Illinois Hospital Assn., which is known as the Rockford Blue Cross, is entirely without foundation so far as any intention on the part of the Rockford organization is concerned, according to officials of that plan. The Northern Illinois plan is doing business throughout a large section of downstate Illinois where it has contracts with lo-

cal hospitals. Under a ruling of the Illinois insurance department a Blue Cross unit must have contracts with accessible hospitals before it may solicit business in any territory.

## Committee Eases Rules

The joint education and examination committee of the Home Office Life Underwriters Assn. and the Institute of Home Office Underwriters is modifying the eligibility requirements on underwriting examinations to permit a candidate to take one part if he lacks only one part of the Life Office Management

Assn. Institute examinations or one part of the general proficiency course set by the Life Insurance Institute of Canada. No candidate will be permitted to take both parts of the underwriting examination until he has fulfilled all the preliminary eligibility requirements.

## Cooley and Lee to Speak

At an all-day meeting of Insurance Brokers Assn. of Massachusetts at Boston Jan. 27, H. P. Cooley, New England Mutual Life, will speak on "Life Insurance" and C. F. Lee, Columbian National Life, on "Accident and Health."

**THE GROUP INSURANCE DEPARTMENT**

GROUP LIFE  
ACC. DEATH & DIS.  
ACCIDENT & SICKNESS  
MEDICAL EXPENSE  
HOSPITAL EXPENSE  
SURGICAL EXPENSE  
CONSUMER CREDIT  
GROUP ANNUITIES

**1949**

**JANUARY**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**FEBRUARY**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

**MARCH**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**APRIL**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

**MAY**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**JUNE**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

**JULY**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**AUGUST**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**SEPTEMBER**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

**OCTOBER**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**NOVEMBER**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

**DECEMBER**  
S M T W T F S  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**ANY OF AMERICA**  
PRUDENTIAL HOME OFFICE  
LOS ANGELES, CAL.

An 8 1/2-inch by 11-inch copy of this single-sheet calendar, in three colors, is yours for the asking. It's ideal for placing under the glass of your desk—or to hang on the wall—for easy reference. Write to Advertising and Publications Department, The Prudential, Newark, N. J.

## Atlantic Alumni of LIAMA Meet

About 120 members of the Atlantic alumni of L.I.A.M.A. schools turned out for the day-long meeting in Philadelphia this week. The theme was security in agency building.

M. Albert Linton, president Provident Mutual, discussed social security expansion and said that though subsistence needs should be filled, there is a dangerous tendency for the public to place too much reliance on government assistance.

James P. Graham, Jr., general agent at Baltimore for Aetna Life, opened the meeting, at which C. Sumner Davis, assistant manager of agencies Provident Mutual, was chairman.

Ralph H. Rice, Philadelphia general agent of Prudential, described his recruiting methods and urged managers to set a definite time for recruiting and to avoid letting other agency details keep it from being a continuous procedure. Best source for recruits is his own agents, he said.

Nothing can take the place of field supervision, Gordon K. Harper, Phoenix Mutual manager at Philadelphia, stated. Arthur H. Dalzell, coordinator of sales promotion of John Hancock, described the agency uses of recording machines

and said there is too much emphasis on education and not enough on training. Charles J. Zimmerman, associate managing director of L.I.A.M.A., commented that the general agent not only has to train his men but to get under their skins and know them completely. E. J. Moorhead, executive vice-president United States Life and formerly actuary of L.I.A.M.A., discussed agency costs. Lewis W. S. Chapman, director of service and company relations of L.I.A.M.A., summed up the talks of earlier speakers.

## Purdue Basic Course to Start Every Four Months

The Purdue life insurance course is being changed to have a basic class start every four months instead of only in November, January and February. The Feb. 14 class, in which there are still a few openings, will be held as scheduled and will be followed by a basic class on June 20, another new class starting Oct. 3 and every four months thereafter.

The advanced class now comes at about the ninth month of training and is followed by a 13-week field period. Since this may be a little too early for some students the advanced class will be at the end of the year of training and will not be followed by a supervised field period. The intermediate course will be cut from five to four weeks and by having students spending a little more time each day in class Director Daniel P. Cahill feels that the material can be covered adequately. Classes will eventually rotate as follows: Five weeks of basic work followed by a 19-week field period; four weeks of intermediate work followed by a 19-week field period; four weeks of advanced work with no field period to follow.

Some of the field periods will be irregular, as it will take about a year for the changes to work out. The new plan will be effective with classes that started Nov. 15, 1948.

Written business in each of the three field periods for the last class, which has just finished its year of training, is \$6,957 per man per week. The course is now in its fourth year of operation and of all the men who have finished each of the three phases of the course more than 97% are still in the business.

## U. of Wis. Society Has Panel

James Neis, educational director of the F. R. Horner agency of Northwestern Mutual Life, and Daniel Kerth of the R. W. Baird Securities Co., both of Madison, took part in a panel discussion at the January meeting of University of Wisconsin Insurance Society. Frank Graner, assistant professor of commerce, was moderator and the subject was "Securities vs. Life Insurance as an Investment."

Three \$250 scholarships were awarded to students in the school of commerce who are majoring in insurance by the Horner agency, C. L. Egbert, Eau Claire; V. M. Stamm, Milwaukee, and M. A. Carroll, Oshkosh, the four Northwestern Mutual general agents in Wisconsin. They were won by N. W. Beisel, Madison; Lewis Bower, Painted Post, N. Y., and Charles Oritchett, Niantic, Ill.

## Vogel Gets All N. J.

The William S. Vogel agency of Columbian National Life at Newark, general agent in northern New Jersey, has been made state agent. Mr. Vogel started with the company in New York City in 1923 as assistant manager. He went to Newark in 1934 as general agent.

The agency won the company's "victory cup" for leading in business for the last two months of 1948. This is the eighth win, a record.

## McKinney on Forum Panel

Gordon D. McKinney, actuary National Assn. of Life Underwriters, was added to the panel at the agents compensation forum sponsored by the New York City Life Underwriters Assn.

## Launch Plans for N.A.I.C. at Seattle

SEATTLE—Plans for the annual meeting of National Assn. of Insurance Commissioners are being made by a representative committee of Seattle insurance executives, according to announcement this week by Commissioner Sullivan, host to the convention here June 26-30. Alfred E. Rode, vice chairman of Northwestern Mutual Fire, has been appointed general chairman of the committee on arrangements and Ralph H. Baldwin, vice-president of General of Seattle, chairman of the finance committee.

Others serving on the general committee are: J. W. Reynolds, president United Pacific; L. D. Brill, president Northwestern Mutual Fire; D. M. Morgan, president Northern Life; John J. Cadigan, president New World Life; Austin F. Case, president Northwestern companies; Charles H. Leber, president National Public Service; Tom W. Holman, chairman of Sunset Companies; J. F. Fogarty, president A.O.U.W. of Washington; Joseph Zimmerman, president Olympic National Life; D. K. MacDonald, president D. K. MacDonald & Co.; Louis LaBow, president, LaBow, Haynes Co.; Stuart G. Thompson, president Stuart G. Thompson-Elwell Co.; John F. Sullivan, Frank Burns Co.; Charlton Hall, Washington Title Insurance Co.; George W. Clarke, attorney for National Board of Fire Underwriters.

Elaborate entertainment is planned for the convention. Commissioner Sullivan said more than 700 double rooms had been reserved at the Olympic and Western hotels.

## Kalmbach Addresses Mass. Mutual's Detroit Agency

Leland J. Kalmbach, vice-president of Massachusetts Mutual Life, spoke at the first annual meeting of the Detroit agency under General Agent Frank W. Howland.

In 1948, for the first time in many years, there was an adequate volume of new corporate securities of the high type desired by life companies, at interest rates in excess of the yield of the total funds of such companies, he said. Therefore, it appears the low point has been passed in their over-all interest return. Although in 1949 there may be some reduction in the amount of new security issues, Mr. Kalmbach is confident there will be an adequate volume at relatively favorable interest rates.

Dr. J. D. Finlayson was announced as the agency production leader in 1948, with more than \$1 million.

## Cleveland Managers Elect McCullough as President

The Cleveland Life Executives' Club elected as president James H. McCullough, Union Central; vice-president Paul H. Roach, American United; secretary-treasurer Harold A. Gordon, Fidelity Mutual; executive committee members, Mal H. Ritchie, Metropolitan, and William J. Nenner, Penn Mutual. William J. Nenner has been appointed program chairman; Mal H. Ritchie, attendance chairman, and Paul H. Roach, chairman of a committee to study the question of revising the by-laws.

## Wage Violation Report

WASHINGTON—On the basis of limited inspections in the insurance industry during the 1948 fiscal year, it was revealed that employers owed

\$46,996 to 1,462 of their employees as back wages because of violations of the fair labor standards act (the federal wage and hour law) and the public contracts act.

This is shown in the annual report of the wage and hour and public contracts divisions of U. S. Department of Labor. In the 12-month inspection period ended June 30, 1948, 545 insurance establishments were inspected.

Failure to make proper payment for overtime work was found to be the most common type of violation, most of the back wages being allotted to employees for this reason.

## Allen Takes Over in Tenn.

NASHVILLE—A new commissioner, M. O. Allen of Newport, took over the insurance department in Tennessee Monday, the first change in more than 10 years. He has had somewhat limited insurance experience in a small-town general agency, but served as state highway commissioner for a brief time.

## Neb. Against U. S. Cover

LINCOLN—The Nebraska legislature this week adopted unanimously a resolution to be forwarded to both houses of Congress, declaring its opposition to any form of governmental prepaid health insurance.

**KERNEL'S**  
From the Heart  
of the Midwest

*That Spell*

**A TOP RATED MUTUAL COMPANY  
WITH HALF CENTURY OF SERVICE**

**Plus**

Over Quarter Billion Insurance  
One Hundred Million Assets  
Nearly Eight Millions Surplus

**Plus**

Full Level Reserve Basis  
Wide Range of Selling Plans  
Very Low Net Cost

**Plus**

Continuous Training... and  
UNIQUE VESTED COMPENSATION  
...for Our Career Underwriters...  
and Our General Agents...  
Plus... Pension Plans for Both.

**Plus**

Handy Midwestern Home Office  
Direct Premium Collections  
AGENCY OPPORTUNITIES



**CENTRAL LIFE ASSURANCE SOCIETY**

*A Legal Reserve Mutual Company*

DES MOINES, IOWA

1896 1948

## PAYROLL DEDUCTION PLANS PRODUCE BIG PREMIUMS.

"If you are one of those who believe that if an agent sells a sizable volume of Salary Allotment business he must necessarily be selling low-salaried employees, let me tell you," advises Arthur W. Swain, C.L.U., "I have one man paying \$840 per month premium through Salary Allotment. I have a \$50,000 Ordinary Life case on Salary Allotment and plenty of \$20's, \$15's and \$10's."

**SALARY SAVINGS SELLING** is selling life insurance by securing a preferred group of prospects through the sale to an employer of the idea that his employees and he will benefit by having life insurance premium payments made by means of payroll deductions. A majority of employees feel that they save more money with such a plan than without it. That is why they want the plan.

The Salary Savings Plan is on the march! The underwriter who equips himself to sell and service payroll deduction plans on the proper basis offers employers a new tool to help gain from employees the kind of cooperation which enables a business to move forward.

The new Phillips-Hasley book on Salary Savings Insurance is the sales tool which enables many agents to "go to town" in a big field. This one-volume encyclopedia is a top investment for every underwriter who wants to sell Salary Savings!

ORDER YOUR COPY TODAY.  
ONLY \$3.25.



PAUL SPEICHER  
Managing Editor

**THE INSURANCE  
RESEARCH & REVIEW SERVICE  
INDIANAPOLIS**

Pen  
Adv

Willis  
moted  
ert D  
comes  
counsel  
been co  
1930. M  
Mr. S  
is a la  
of Pen  
and att  
After g  
tice in  
he join  
Mutual  
assist  
1935. M  
was vi  
and co  
1927 to  
same th  
Wharto  
being a  
1937, h  
1910.

All-In  
Resur

The  
ing Jan  
New Y  
on statu  
der insu  
cussed  
mittee  
the nex  
practice  
surance.  
Henry  
division  
will be  
on prop  
mail or  
Altho  
group t  
mission  
rules p  
dustry  
may be  
of the i  
informa  
opined  
with th  
ulation  
rules, w  
next pu

Adva

Earl  
Shaffry  
agency  
agency  
Camer  
Illinois  
versity,  
and est  
Shaffry,  
Texas a  
will ha  
lic rela  
a field

Name

Clyde  
manage  
Wash.  
assistan

Form

Feder  
been in  
\$5 par  
lated pr  
control  
ance A  
become  
Feder  
business  
being w  
souri.

Reser  
story C  
for mo  
will be



## Penn Mutual Advances Counsel

Willis H. Satterthwaite has been promoted to counsel of Penn Mutual. Robert Dechert becomes general counsel. He has been counsel since 1930.

Mr. Satterthwaite is a law graduate of Pennsylvania and attended Yale. After general practice in Philadelphia, he joined Penn Mutual, becoming assistant counsel in 1935. Mr. Dechert was vice-president and counsel from 1927 to 1930. He now assumes the same title which is held by George Wharton Pepper, who in addition to being a trustee of the company since 1937, has been general counsel, since 1910.



Robert Dechert

## All-Industry Group Resumes Deliberations

The all-industry committee is meeting Jan. 24 at the Hampshire House, New York, to continue its deliberations on state legislation to control mail order insurance companies; also to be discussed is whether the all-industry committee should make a presentation at the next federal trade commission trade practice conference on mail order insurance.

Henry Miller, chief of the FTC/TPC division, says about three weeks' notice will be given of the next public hearing on proposed trade practice rules for the mail order insurance industry.

Although FTC doors are open to any group that wishes to consult with commission people about trade practice rules proposed for the mail order industry and any proposals for rules that may be in the wind for other segments of the industry, Mr. Miller says no such informal conference is scheduled. He opined that FTC's next step in dealing with the insurance industry will be circulation of proposed revised mail order rules, which will serve as notice of the next public hearing on insurance.

## Advance 2 at Springfield

Earl C. Cameron and John L. McShaffry, Jr., have been promoted to agency assistants in the Springfield, Ill., agency of Lincoln National Life. Mr. Cameron, a graduate of University of Illinois law school and of Purdue University, will be in charge of college and estate planning business. Mr. McShaffry, a graduate of University of Texas and the Purdue marketing course, will have charge of training and public relations. He had previously been a field assistant.

## Named in Walla Walla

Clyde C. Robinson has been appointed manager of Capitol Life at Walla Walla, Wash. C. B. Robinson was appointed assistant manager.

## Form New Mo. Company

Federal Reserve Life of St. Louis has been incorporated with 5,000 shares of \$5 par value. It will operate as a stipulated premium life company and will be controlled by the Atlas General Insurance Agency of St. Louis, which will become its exclusive general agent.

Federal Reserve, which plans to start business about March 1, for the time being will confine its operations to Missouri.

Reserve Life has purchased the seven story Construction building in Dallas for more than \$500,000. The building will become the home office.

## Plan Testimonial Dinner for Robinson

The entire insurance industry of Ohio has joined in sponsoring a testimonial dinner for Superintendent Walter A. Robinson, at Columbus, Feb. 23.

Representatives of 13 statewide organizations met at Columbus Jan. 14 on call of Harry T. Minister, past president of Ohio Assn. of Insurance Agents, to plan the dinner. Claris Adams, president of Ohio State Life, was chosen general chairman of the committee. Frank R. Middleton, president of Insurance Federation of Ohio, is chairman of the committee on arrangements and Mr. Minister vice-chairman. Homer Trantam, executive secretary-counsel of Insurance Federation of Ohio, is secretary-treasurer of the committee.

Publicity chairman is E. F. High of Ohio Assn. of Mutual Insurance Agents; program, Frank R. Middleton; invitations, C. H. Eichhorn, Ohio Assn. of Insurance Agents; hotel arrangements, A. W. Franklin, Ohio Fraternal Congress.

In addition to Mr. Robinson, Governor Lausche, Robert L. Moulton, director of commerce, and legislative leaders, including the members of the house and senate insurance committees, will be guests of honor.

Claris Adams will preside, and John A. Lloyd, former superintendent, now vice-president of Union Central Life, will be one of the speakers.

The sponsoring organizations include Insurance Federation of Ohio, Ohio Assn. of Life Underwriters, Ohio Assn. of A. & H. Underwriters, Ohio Assn. of Legal Reserve Life Insurance Companies, Ohio Assn. of Insurance Agents, Ohio Assn. of Mutual Insurance Agents, Ohio Fire Underwriters Assn., Ohio Assn. of Fire Underwriters, Ohio Assn. of Mutual Insurance Companies, Underwriters Service Assn. of Ohio, Ohio Assn. of Casualty & Surety Managers, Ohio Fraternal Congress and 1752 Club of Ohio.

## Canner Heads Life Dept. of Hoey & Ellison

Walter W. Canner, formerly brokerage supervisor of the C. W. Sabin agency of Connecticut General, has joined Hoey & Ellison agency, New York City, as head of its life department. It is understood he is slated to become president of the agency. He succeeds Edwin J. Phelps, who went with Guardian Life recently as agency director. Mr. Canner has long been active in association activities.

The agency is New York City general agent for Equitable of Iowa.

## Plant Talks to Supervisors

NEW YORK—In selling business insurance for stock liquidation the producer should use the same activation as in selling an individual, Roy Plant, New York attorney, said at the monthly luncheon of the Life Supervisors Assn. of New York City. He discussed problems on estate planning and business insurance and later answered questions for some of the 75 in attendance. Referring briefly to deferred compensation he said that he had seen very few cases sold and that writing it presented very difficult problems even for the experienced producer.

## Joint Meeting at Lansing

LANSING, MICH. — E. F. Gregory, Denver, president National Assn. of H. & A. Underwriters, and C. B. Stumpf, Madison, first vice-president, addressed a joint meeting of the newly formed Lansing A. & H. Underwriters Assn. and Lansing Life Underwriters Assn.

Mr. Gregory listed seven "keys" to closing. Mr. Stumpf cited a house committee report branding as a Communist line endeavor, dissemination of propaganda in behalf of federal compulsory health insurance.

## Chicago is a Great City



(Photo courtesy Chicago Herald-American)

When you're in Chicago go and see

## MAXWELL STREET MARKET

Ten minutes away from the electronically-operated ticker machines and quotation boards of Chicago's ultra-modern exchanges, you can drop back 2000 years to a bazaar of Old Jerusalem, the Maxwell Street Market! Here you see, feel, smell merchandise that ranges all the way from antiquated stoves to somewhat newer sturgeon. Merchants line the sidewalks hawking their wares, roosters crow, dogs bark, frying sausages contribute their bit to the rich aroma of barnyard and fish market.

Bustling Maxwell Street Market is as changeless as yesterday. Hagglng is taken for granted; you find yourself propelled into a two-pants suit shop, where you must protest loud and long about the price and start to walk away several times, or be considered a poor bargainer. You'll find this colorful market open weekdays and Sundays, but closed Saturdays in the He-brew tradition.

Come and see us too!

Our Company is an old-line legal reserve life insurance company, writing Life and A & H contracts, and serving more than a million policyholders.



Maybe we can add something to our visitors' knowledge of this business; maybe they can do the same for us. Anyway, you can find us on the job from 8:30 to 5, Monday through Friday, and it's always open house here.

## BANKERS LIFE & CASUALTY CO.

John D. MacArthur, President

Kenneth at Lawrence Avenue, Chicago 30, Illinois

"Chicago's First Insurance Company"—Established 1879

## Pension Experts May Form Group

A dinner meeting of some 35 pension actuaries is scheduled for Jan. 21 in New York City to explore the possibilities of forming a separate organization specializing in the actuarial problems of pension programs. Representatives of many life companies, consulting actuaries, and pension directors of large cor-

porations such as American Telephone & Telegraph, Standard Oil, and banks are expected to attend.

One proposed objective is to exchange information and avoid duplication of effort. Another problem is to mold proper accounting, social security, and collective bargaining procedures.

The first meeting will be exploratory. It has not been decided whether the group should be strictly actuarial or include other specialized segments in the employe benefit planning and administration field.

## Aetna Fills Spokane, San Diego Posts

Aetna Life has appointed Webb J. Correll general agent at Spokane, succeeding Budd C. Long, who has resigned to take up selling; and has appointed J. M. Berg, Jr., general agent for San Diego and Imperial counties.

Mr. Correll has been general agent for Aetna at Long Beach, Cal.

Mr. Long joined Aetna in 1930 in the Portland, Ore., agency, becoming assistant general agent there in 1930. He was promoted to general agent at Spokane in 1935.

Mr. Correll was educated at the University of Colorado. He joined the Aetna in 1945 as an agent and was appointed assistant general agent at Los Angeles in 1945, becoming general agent in 1947.

Mr. Berg has been assistant general agent for Aetna in San Diego. He was with the U. S. National Bank in Portland, Ore., and the Washington Power Co., in Pullman, Wash., before joining Aetna Life's Portland agency in 1946. He was named agency supervisor at Portland in 1947 and made assistant general agent at San Diego in December of that year. He attained the rank of lieutenant-colonel in the army.

## UAW Gives Top Priority To Pension, Health Plans

Walter P. Reuther, president of CIO United Auto Workers, has served notice that in fourth-round bargaining, his union will elevate pension and medical care demands from the "fringe" category to the top of the agenda. Insurance demands will overshadow call for a wage increase of about 15 cents an hour.

Mr. Reuther noted in a letter to locals that some contracts limit 1949 negotiations to wages and recommended that in such case union locals boost demands high enough to offset the cost of health and pension plans if management refuses to discuss these issues.

Ford is expected to be the first major manufacturer to get this fourth-round demand. The Ford contract runs to July 15, but negotiations can get under way 60 days before that. The Chrysler Corporation's contract extends to August, 1950, but may be reopened for wage talks once after June 15, and will probably be held off until the Ford issue is settled. A two year automatic cost of living pact signed last May frees General Motors from contract discussions this year.

## To Install Ullman Jan. 25

Julius L. Ullman, Perrin & Son, New York general agents of Continental Casualty, will be installed as president of the Accident & Health Club of New York at a dinner meeting Jan. 25. Installation official will be Lawrence K. Farrell, 3rd vice-president of Metropolitan Life in charge of the accident and health division of the ordinary department, who will speak on the history of the club.

## Liberty Promotes Riordan

Howard J. Riordan, agent at Tampa for Liberty Life has gone to the home office as ordinary supervisor. Mr. Riordan attended Marquette and graduated from St. Norbert college. In 1942 he entered air force and upon being discharged he settled in Tampa as treasurer of a business firm until he joined Liberty Life in 1947. He completed the S.M.U. course.

## Appoint Lister Manager

William Lister, assistant district manager in Cincinnati for Prudential, has been appointed district manager at Portsmouth, O. He succeeds Oliver A. Williams, who has retired. Mr. Lister joined Prudential at Cincinnati in 1935. He became an assistant manager in

1937 and in 1942 joined the coast guard. He returned to Prudential in 1945.

## First TDB Test May Come In Wisconsin Legislature

There are indications that the Wisconsin legislature may be the scene of the first test this year of state compulsory disability legislation. Certain members of the legislature have heard the views of both industry and labor and it is expected that at least one compulsory disability bill will be introduced within the next month. Opinion in the state seems to be that such a bill will get fast and probably favorable action. It is known that at least one legislator has plans for introducing an all-company bill which would not provide for a state fund. This might have a fair chance of passage despite the opposition of labor which may be modified in some other manner. Insurance observers while cautious, discount the possibility of Rhode Island legislation and think that, at the worst, Wisconsin will get a New Jersey style bill.

In Illinois, it is understood that a Republican state senator will introduce a New Jersey type bill soon. In Illinois as in most states, there is a strong possibility that more than one bill will be introduced and labor is expected to push for a Rhode Island type measure. The chances for a conservative bill are good in Illinois, because, though the house is Democratic the Republican senate should be a conservative leavening influence.

The eyes of all state legislatures will be on Washington following the progress of the administration's platform to tie compulsory disability and health insurance in with social security on a national basis.

State legislatures, by their very nature are strong for state insurance. The threat of federal action may exert a powerful influence in getting state measures passed to weaken arguments for federal health cover.

Sentiment for TDB plans and preference for type of the plans does not necessarily follow party lines. Insurance interests are exerting some influence on legislatures in the matter. Many companies have adopted a neutral attitude but a growing number seem to favor giving positive support to all-company or company-state fund plans.

## Sue to Cancel \$100,000

Reliance Life and Travelers have sued to cancel the \$50,000 policies they each wrote on Robert H. Bacon, 37, Belle Glade, Fla., loan broker who was mysteriously shot to death in his home last November. The companies contended that the insured had pulmonary tuberculosis at the time the policies were taken out last year.

## Eastern Names Paston

Eastern Life has appointed Simon Paston general agent for New York and New Jersey, with offices in Brooklyn and Long Branch, N. J. Mr. Paston, graduate of Columbia University, was in the life field 1930 to 1935, when he organized the Simon Paston agency in Brooklyn.

## Franklin's Chicago Record

Franklin Life's Chicago division under F. J. Budinger, regional sales director, had its best year in 1948 with a net paid volume of \$7,110,000 to put it in second place among company agency organizations. The December paid was over \$1,000,000. The John K. O'Doherty agency led the division.

The company plans to establish six additional agencies in the area during 1949.

## Security Mutual Names 3

Security Mutual Life of Binghamton, has appointed as general agents William A. Rudd at Cincinnati; Jay O. Kulp at Lancaster, Pa.; and Herbert J. Lennox at Norwich, N. Y.

**AN AGENCY AND AGENTS CAREER CONTRACT**  
**We Don't Give Elephants Away**  
**CONTAINING-LIFETIME COMPENSATION-BONUS ON QUALITY BUSINESS**



**BUT**

We do have a Company founded on faith and integrity—dedicated to the principles that safety to our policyowners and service to our agents comes first.

This service concept in addition to 66 policy plans, sub-standard issuance and flexible underwriting, all backed by a career contract for career men and an expansion program of Agency Building.

For Information Address:  
CHARLES J. MESMAN, Superintendent of Agencies

**PAN-AMERICAN LIFE INSURANCE COMPANY**  
New Orleans U. S. A.  
CRAWFORD H. ELLIS, President  
EDWARD G. SIMMONS, Executive Vice-President  
KENNETH D. HAMER, Vice-Pres. & Agency Director

**OPTIONAL-PENSION-CONTRIBUTORY PENSION-DISABILITY BENEFITS-DEATH BENEFITS-**

## A Perfect COMBINATION

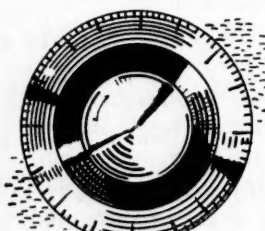
United Life and Accident's non-cancellable health and accident coverage together with life insurance. Agents and brokers within our territory find this contract has a ready market under today's conditions. Its provisions are extremely liberal and its non-cancellable feature makes it a welcome addition to their sales kit.



For particulars write to WM. D. HALLER,  
Vice President and Agency Manager

**UNITED**  
LIFE AND ACCIDENT  
INSURANCE COMPANY

Concord, New Hampshire



Three the educ...  
lishing in...  
the annu...  
Wednesd...  
Chapters...  
chancellor...  
member...  
ment bu...  
mous sp...  
cies, who...  
fligate";  
& Q. ra...  
road Ser...  
Gettell...  
tune" ma...  
the Econ...  
Chance...  
of Amer...  
long dist...  
to be ki...  
the gold...  
the free...  
Mr. Bu...  
tion and...  
no magi...  
stantly r...  
without r...  
be perm...  
"Fortu...  
omy, pas...  
in the li...  
Mr. Gett...  
for the...  
ments...  
agencies...  
The c...  
charge o...  
D. Davi...  
Gerard...  
supervise...  
Uebele...  
ance not

A que...  
attending...  
of the...  
Teachers...  
surance...  
versities...  
heard m...  
dustry...  
does not...  
ance pr...  
the sales...  
On th...  
tives wi...  
surance...  
get in...  
dash of...  
dose of...  
of the s...  
ecutives...  
ing is n...  
surance...  
groundi...  
all seem...  
student...  
manager...  
which...  
the uses...  
The...  
the life...  
or main...  
courses...  
to take...  
with li...  
cies. I...  
courses...  
broad g...  
ing in...  
insuranc...  
joins a...  
like to

If Ne...  
ability p...  
dictions,



## C.L.U. at Chicago Holds Big Event

Three outstanding men representing the educational, transportation and publishing institutions were headliners at the annual economic conference Wednesday of the Chicago C.L.U. Chapter. They were: Deane W. Malott, chancellor of University of Kansas and member of the U. S. Commerce Department business advisory council, a famous speaker on business and economics, who discussed "America the Profligate"; Ralph Budd, president C. B. & Q. railway, on "Underwriting Railroad Service for the Future," and R. G. Gettelle, chief staff economist of "Fortune" magazine, on "Fortune Analyzes the Economy."

Chancellor Malott presented a picture of American wastefulness and lack of long distance planning. Americans seem to be killing the goose that has laid the golden egg of the industrial system, the free American investor, he said.

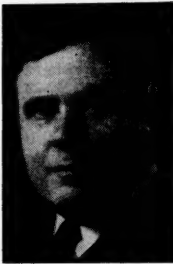
Mr. Budd told of the railroads' situation and stressed that the roads have no magic formula for meeting constantly rising costs of wages and prices without increasing charges. They must be permitted to earn a fair return.

"Fortune's" 1947 review of U. S. economy, past, present and potential, revised in the light of 1948, was presented by Mr. Gettelle. He is a former economist for the Commerce and Labor Departments and some war-time federal agencies.

The co-chairmen of the chapter in charge of the conference were William D. Davidson of Equitable Society and Gerard S. Brown, and the plans were supervised by President Loyd W. Uebele. There was a very large attendance not only of members but also other

## N. Y. Life President Sees Good 5 Years

Neither a runaway inflation, radical depression, nor war is in store for this country within the next five years, said President Devereux C. Joseph of New York Life, at the company's managerial convention in Hollywood, Fla. He said that New York Life sold more than \$857 million in 1948, bringing its insurance in force to more than \$9 billion.



D. C. Josephs

### Great-West Ups Dividend

Great-West Life has increased its dividend rate and on April 1 will distribute a payment of \$5 per share to shareholders of record March 18. This compares with the previous quarterly rate of \$3.75.

### Toronto Chapter Elects

Neville H. Evelyn of Prudential of England has been elected chairman of Toronto C. L. U. chapter. He succeeds A. C. Dandy of Travelers. Vice chairman is E. Elliot Trent, Crown Life; secretary, Harold A. Mills, Monarch Life; treasurer, M. L. Levy, Imperial.

leading life men, and attorneys, accountants, bankers and business executives.

This was the sixth such conference which has been conducted by the chapter

## OBSERVATIONS

### Future Agents' Studies

A question mark which faced those attending the recent annual meeting of the American Assn. of University Teachers of Insurance was the life insurance company attitude toward insurance courses in colleges and universities. The insurance teachers have heard many conflicting reports from industry representatives. The confusion does not surround the technical insurance professions nearly so much as the sales side.

On the one hand, there are executives who think that future life insurance salesmen should be able to get in college C.L.U. training plus a dash of actuarial science and a strong dose of economics. At the other end of the scale appear those company executives who feel that no special training is necessary for the future life insurance salesmen beyond liberal arts grounding. One point on which almost all seem agreed is that every college student should take a course in money management and family economics which would include the theory and the uses of life insurance.

The educators aren't sure whether the life companies want them to install or maintain any special life insurance courses for students who might plan to take sales or administrative posts with life insurance companies or agencies. If the time devoted to such courses might better be spent in a broad general education and all training in the science and theory of life insurance is to be done after a man joins a company, the teacher would like to know.

### Company Aid to the State

If New Jersey type compulsory disability plans are adopted in further jurisdictions, state fund authorities will have

precedents in California and New Jersey and presumably will find it less necessary to call upon the insurance companies for help. In these two states, the private companies performed a great service to harried and inexperienced officials. However, competitors claim that these companies were more than repaid by gaining an inside track in getting business. Competitors complain that the companies who were instrumental in helping the state officials were in the valuable position of knowing in advance what they would have to do to compete with the state fund.

### No Prospect for Dale Carnegie

For all his years of experience in teaching and lecturing, Solomon Huber, general agent of Mutual Benefit Life in New York City, feels he could improve his presentation tremendously by taking a public speaking course but he refuses to do this on the ground that he would get too many invitations to speak. He feels that to anyone who wants to hear what he has to say the content of his talks is more important than the delivery.

### Keeps Agent in Own Back Yard

A manager reports that he has found a way to help hold on to his agents and decrease the number of men he loses to other companies. He keeps copies of manuals and policy contracts of other companies in his office and urges his producers to find out in his office what the other companies offer. If his company doesn't write the contract and the business has to be brokered, they call up a brokerage supervisor of the other company and have him come over. This keeps the agent in the manager's backyard and he isn't subject to an induction talk by competing general agents.

# NEW YEAR'S RESOLUTIONS . . .

It's time to take stock, see where we are and where we're going, and resolve to do a better job.

This applies to all of us, both in Home Office and field, because our interests are the same, . . . our objective to give fuller and better service to more people is shared together.

May we assure our own field force and the life insurance business in general that we are dedicated to do our part in 1949 to make this a finer business, . . . both to those who make it a career, and those who depend on it for their future security.

*The*  
**NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.**



## EDITORIAL COMMENT

### Advice on Preparedness

What was supposed to be an exceptionally impressive ceremony and had been likened to the driving of the Golden Spike to link transcontinental rail travel — the first public viewing of television through the new coaxial cable linking many cities in the east and middlewest — inadvertently featured an example of unpreparedness on the part of a public speaker. It did seem to detract somewhat from the impressiveness of the occasion, but on the other hand it gave the television listener perhaps a sense of reality that he does not get from the better rehearsed radio and movie program. Here the boner was that Vincent Impellitteri, president of New York's city council, subbing for Mayor O'Dwyer, after making a little inaugural speech, mentioned that the next view would be that of Mayor KENN-elley of Chicago.

This was supposed to be an extremely dramatic and momentous instant, as in a twinkling the scene was to shift from the top man in New York to the top

man at Chicago, but Chicago listeners, at least, snickered instead of expressing awe, at this peak moment.

This incident merely prompted us to counsel insurance people whenever making a speech or conducting a meeting to review ahead of time any names that are to be mentioned and to be sure of the pronunciation, so that when the time comes there will be no stumbling over an unfamiliar name or any confident mispronunciation. Such a boner can loom up in the mind of the audience as the most memorable event of an evening and can destroy a lot of serious purpose. Since it is a common human weakness to fail make much preparation and to flounder over names, we're far from displeased with television. If one can anticipate a bloomer from time to time, it will make television much more exciting than the radio. The point we desire to make here is to caution our insurance friends against making this kind of bloomer, which can give a ludicrous or embarrassing turn to a gathering.

### Call for Better Student Relations

The traditionally mild-mannered professors attending this year's annual meeting of the American Assn. of University Teachers of Insurance engaged in some healthy steam blowing and leveled some pertinent blasts against complacent insurance executives who maintain that the job of attracting more college people into insurance is entirely up to the schools. The executives of this type, which was common enough to be recognizable to all those present, insist that the schools must devise more alluring insurance courses and that professors must glamorize and dramatize the industry in order to get more students interested. The academicians say that this is going at the problem backward. They believe the industry has been remiss in selling itself to young career seekers. Insurance has not told its story nor made an insurance career interesting and profitable enough, the teachers say. When the business does its part in improving student relations, the teachers feel that young men will demand improved insurance education in schools of higher learning and insurance courses will be forced to expand content and facilities to answer the popular demand.

Most industry leaders are aware that a problem does exist, that comparatively few college men consider going into any phase of the insurance business. Educa-

tors are even more strikingly aware of such lack of interest in the insurance business. Recently Professor Frank S. Endicott, director of the bureau of placement of Northwestern University, interrogated 500 undergraduates in the school of commerce and found that a mere 5% were even vaguely interested in selling life insurance. In his speech at the teachers' meeting in Cleveland, Professor Robert Mehr, head of the insurance department at the University of Illinois, drew a similar conclusion in regard to fire and casualty selling after a head count at his school. Neither of these men represent their polls as any more than indications. The important thing is that the university teachers are in a position to sense and evaluate the vocational aims and preferences of their students. None of them would find that insurance draws anywhere near the number of college graduates which the size and importance of the industry would warrant.

The college men admit that improved courses in insurance can stimulate interest in the industry to a certain extent, but say that the burden of the selling job must be done by the business itself. Essentially this is a job of public relations aimed at Americans of student age. It is generally agreed by the college officials that insurance companies which send well-trained person-

nel men to college campuses for recruiting purposes, accompanied by good speakers who can outline what the individual insurance company is doing and what it wants, will stimulate the interest of the collegians in insurance careers. Professor Endicott suggested that insurance companies take advertising space in college publications to present the true picture of career possibilities. Through the pages of the publications, editorial messages can also be put across educating students about insurance. Most of the university educators seem to feel that such stimulation of interest in the

insurance industry will lead to larger insurance classes. They feel that proper teaching personnel could be garnered to handle any demand, particularly with cooperation of the industry in lending its experienced men at least part time to the task.

We are all fond of pointing out that the insurance business is so freighted with the public interest and so complex that the conduct of it can be entrusted only to the best men. It looks as if one important source for the best men lies virtually untapped as far as the insurance industry goes.

## PERSONAL SIDE OF THE BUSINESS

**Thomas McGee**, head of the well known Kansas City local agency of Thomas McGee & Sons, and president of Old American Ins. Co., on Jan. 28 will observe his 90th birthday and a dinner in his honor will be attended by six children, 24 grandchildren and 10 great grandchildren.

Mr. McGee entered the general insurance firm of Corrigan, Madden & McGee in 1910 and two years later formed Corrigan & McGee. In 1916 he founded Thomas McGee & Sons. Associated with him are three sons and two grandchildren. In 1935 Mr. McGee organized Reserve Mutual Fire and Reserve Mutual Casualty, the names of which were later changed to Old American Mutual Fire and Old American Mutual Casualty. In 1939 he organized Old American Ins. Co. to specialize in writing life and A. & H. insurance for oldsters. Old American issues accident and hospitalization policies to age 85 and life policies to age 80.

Mr. McGee is a director of Commerce Trust Co., of Central Surety and U. S. Supply Co. He was born at Brighton, Mass., in 1859.

**Richard B. Hardy**, Connecticut Mutual agent at Lima, O., has qualified for the Million Dollar Round Table in his first year in the business. He is with the Rosenfelt agency of Toledo.

Within a year he paid for 97 cases, the largest for \$50,000. He specializes in estate analysis, but approximately half of his business came from simple programming. Mr. Hardy is a graduate of Wittenberg college and did graduate work at Rutgers. Before joining Connecticut Mutual, he was assistant vice-president and assistant trust officer of the National Bank of Lima.

**John Bruhn**, general agent of Continental Assurance at Indianapolis, is at the Mayo clinic, Rochester, Minn., recovering from surgery.

**Donald Marquis**, agency vice-president of Bankers Life & Casualty, has returned to his desk after an illness of several months. He was elected agency vice-president late last year after being

agency director four years and has been in the insurance business 19 years. He is a member of the executive committee and chairman of the agency committee.

**Ralph H. Love**, Hartford general agent of Connecticut Mutual, has been elected president of the Connecticut Society for Crippled Children & Adults. He succeeds **W. Watson House**, general agent of New England Mutual.

**A. C. Bryan**, manager of the mortgage loan department of Provident L. & A., has been elected a member of the American Institute of Real Estate Appraisers.

A number of prominent Chicago life insurance executives, managers and producers were present at the reception



Howard Kelley



E. C. Jordan

held by Massachusetts Mutual for two recent appointees as general agents there, **Howard Kelley** and **Earl C. Jordan**. On hand from the home office were Alexander T. MacLean, president; Chester O. Fischer, vice-president, and Wrayburn M. Benton, agency secretary.

**Peter M. Fraser**, president of Connecticut Mutual, has received the king's medal for service in the cause of freedom from the British government for services as chairman of the Hartford chapter of the British War Relief Society from 1941 to 1945.

**H. S. Hart**, who was recently appointed superintendent of agencies of Berkshire Life, is a graduate of Amherst College and started in insurance with Travelers. He was with Travelers in Washington, D. C., about 12 years before going to the Berkshire home office in 1945, serving as cashier, assistant manager, and manager at Washington.

**A. Van Goldman**, manager of Prudential's ordinary agency in the Insurance Exchange, Chicago, was on the



Richard B. Hardy

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York.

EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editors: Levering Cartwright, D. R. Schilling. Assistant Editors: Richard J. Thain, John C. Burridge.

PUBLICATION OFFICE, 175 W. Jackson Blvd.,

OFFICERS: Howard J. Burridge, President and Secretary. St., Cincinnati 2, Ohio.

### BRANCH OFFICES IN KEY CITIES

**ATLANTA 3, GA.**—432 Hurt Bldg. Tel. Walnut 9801. Ernest E. Hess, Southeastern Manager.  
**BOSTON 11, MASS.**—310 Lincoln St. Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.  
**CHICAGO 4, ILL.**—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Manager. A. J. Wheeler, Resident Manager. L. N. Yellowless, Advertising Manager.  
**CINCINNATI 2, OHIO**—420 E. Fourth St. Tel. Parkway 2146. George C. Roeding, Asso-

ciate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.  
**DALLAS 1, TEXAS**—616 Wilson Bldg., Tel. Central 5833. William H. Diack, Southwestern Manager.  
**DES MOINES 12, IOWA**—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.  
**DETROIT 26, MICH.**—219 Transportation Bldg. Tel. Cherry 2826. A. J. Edwards, Resident Manager.

**KANSAS CITY 6, MO.**—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

**MINNEAPOLIS 2, MINN.**—558 Northwestern Bank Bldg. Tel. Main 5417. R. W. Landstrom, Resident Manager.

**NEW YORK 7, N. Y.**—99 John St., Room 1103. Tel. Beekman 3-3958. Editorial Dept.—Eastern Editor: Kenneth O. Force; Assistant Editors: Stephen J. Perry and Donald J. Reap.

**LIFE INSURANCE EDITION**  
**PUBLISHED EVERY FRIDAY**  
**CHICAGO 4, ILL.** Telephone WAbash 2-2704.

Burridge, President. Louis H. Martin, Vice-Pres. J. T. Curtin and W. J. Smyth, Resident Managers.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

**SAN FRANCISCO 4, CAL.**—507 Flatiron Bldg., Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager.



streamlin  
it was  
miles ea  
J. O.  
a dinner  
ager at  
after 30  
J. B. Eo  
Dr. V  
medical  
died at  
major in  
recent w  
ical sup  
sistant  
Albert  
years w  
cator, a  
died rec  
age of  
has been  
fessor of  
fornia, c  
fied basi  
consultin  
surance  
He had  
trial con  
Ea  
Mo  
Mo  
with  
were  
their  
Tod  
prot  
life,  
hosp  
vidu  
canc  
prot  
in S  
ern  
Pers  
tion  
the p  
loss  
age  
S  
L  
XUM



streamliner "City of Los Angeles" when it was derailed in a blizzard about 30 miles east of Cheyenne.

**J. O. McNeil** was guest of honor at a dinner marking his retirement as manager at Pensacola for Life & Casualty after 30 years' service. His successor, J. B. Edwards, Jr., was toastmaster.

## DEATHS

**Dr. Victor J. Fingar**, 41, assistant medical director of Equitable Society, died at his home in New York City. A major in the army medical corps in the recent war, he joined Equitable as medical supervisor in 1945, becoming assistant medical director in 1946.

**Albert H. Mowbray**, who for many years was a prominent insurance educator, author, and consulting actuary, died recently at San Francisco at the age of 68. His volume "Insurance" has been a standby in insurance educational circles for years. He was professor of insurance at University of California, operating on a somewhat modified basis in recent times. He served as consulting actuary for the California insurance department for several years. He had been with the New York industrial commission, and National Council

on Compensation Insurance, and Advisory Council on Social Security. He had been actuary for the California department since 1923. He is credited with having had a large part in putting the California workmen's compensation law into effect.

**Ehlers English**, 52, counsel for Bankers Life of Iowa, died at his home from a heart attack. He had not been ill previously. His father, Emory H. English, served as Iowa insurance commissioner from 1914 to 1918. The son was named counsel for the Bankers



EHLEERS ENGLISH

Life in 1947. He also served as assistant general counsel for Central Life of Des Moines from 1940 to 1945 and prior to receiving his law degree from the University of Chicago in 1922 served as an examiner in the Iowa department. He also formerly worked in the actuarial departments of the Equitable of Iowa and Metropolitan Life.

## Offer Complete Federal Sickness Coverage Plan

(CONTINUED FROM PAGE 1)

cost of social insurance to be borne from general government revenues.

## GOV. WARREN'S PROGRAM

For the third time Gov. Warren of California is sponsoring a state health insurance legislative program. His bill calls for a 1% payroll tax on employers and 1% on employees. Then those who are sick enough to go to a hospital would have their hospital, doctor and laboratory costs taken care of by the state.

Some observers surmise that this is an attempt on the part of Gov. Warren to anticipate Congressional action. In other words, if Congress should pass a type of sick benefit legislation that would provide for state administration except where the states do not enact companion measures, then California might find itself at the head of the procession. However, it is felt that the states at this juncture will want to take their cue from Washington and the tendency will be to defer action on the Warren program.

Gov. Warren in his message said that under his scheme there would be absolute freedom of choice on the part of doctors, hospitals and patients. He said the opponents will label the plan socialism, regimentation and compulsion. However he contended that this is no more socialistic than unemployment compensation insurance or workmen's compensation and it is no more compulsion than the public school system. The program would be administered by a health service authority of 10 persons, including the director of public health and employment. This authority would stipulate a system of maximum fees for medical service. The payroll taxes would be imposed on the first \$8,000 of

annual income and the bills would be paid directly by the fund. Any person making more than \$6,000 a year would receive the standard fee in cash but he would have to deal independently with his doctor and hospital.

In 1945 Gov. Warren sponsored a very broad health insurance program calling for payment of medical, hospital and other costs of virtually all illnesses out of a 3% payroll levy divided between employers and employees. The program he is now proposing is modeled more closely after what he asked for in 1947.

## Fishbein Phila. Speaker

Dr. Morris Fishbein, editor of "The Journal" of American Medical Assn. and a leader in the opposition to socialized medicine, will speak at the annual banquet of Insurance Society of Philadelphia Feb. 21, on "Health and Social Security." Walter Munns, State of Pa., will be master of ceremonies.

## C. W. Kleifgen Retires

Carl W. Kleifgen, St. Paul manager of Metropolitan Life since 1923, has retired after 39 years with the company. He was guest of honor at a dinner given by the company in St. Paul Wednesday.

day. Mr. Kleifgen is a past president of the St. Paul Life Underwriters Assn. and of the managers' club. He was one of the organizers of the Minnesota Life Underwriters Assn.

John W. Van Allen, formerly manager at Mount Clemens, Mich., succeeds Mr. Kleifgen as manager.

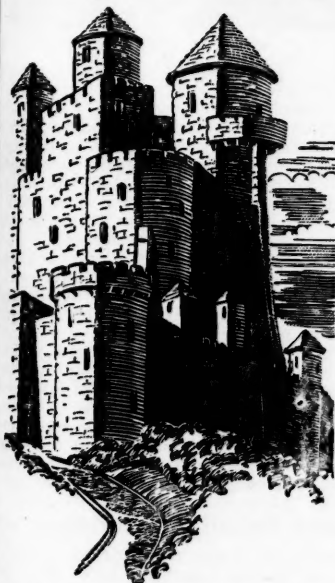
## Lamon Mortgage Supervisor

Manufacturers Life has appointed T. Reginald Lamon as district mortgage supervisor for the United States and northern and southwestern Ontario. He graduated from Osgoode Hall law school in 1929 and has been with the mortgage department since then. He served as a wing commander in the Canadian air force.

## Prudential Raises Stephens

Wesley R. Stevens has been named superintendent of agencies in the district agencies department of Prudential. Mr. Stevens joined Prudential in 1934 upon graduation from Albright college. He served in the home office until 1943 when he joined the navy. Returning to Prudential in 1946, he was advanced to regional manager and a year ago became manager in Kearny, N. J.

## Early SECURITY



## Modern SECURITY

Moat-surrounded castles with raised drawbridges were excellent security—in their time.

Today's castle of modern protection has towers of life, accident, health and hospital insurance for individuals or groups. Non-cancellable disability income protection is a strong tower in Security Mutual's modern castle.

Personal insurance protection is the only way to meet the present threat of income loss due to disability, old age or death.

**Security Mutual**  
Life Insurance Company

INCORPORATED 1886

Binghamton, New York

Frederick D. Russell, President

The  
FRIENDLY  
COMPANY  
OF DISTINCTION  
presents



GEORGE C. HILL



HAROLD C. HILL

CAREER  
FAMILIES

**GEORGE C. HILL**, Home Office Field Representative and founder of the Hill Agency of Sandusky, Ohio, has been on The Ohio National honor roll since his appointment as General Agent in 1917.

Harold C. Hill, now manager of the Agency, joined his father in 1937.

This father and son team represents the high calibre of men in The Ohio National service.

**The OHIO NATIONAL**  
LIFE INSURANCE COMPANY  
CINCINNATI, OHIO

## NEWS OF LIFE COMPANIES

### National of Vt. Past Billion Mark

National Life of Vermont has reached the \$1 billion mark in insurance in force on its 99th anniversary, making it the 28th life company in the United States to achieve this distinction.

In notifying the field force President Ernest M. Hopkins said that "size in itself is not our goal. Nevertheless, that we have been given so large a degree of public confidence and that we have been able to achieve so satisfactory a

degree of leadership in the life insurance industry, without the slightest sacrifice of that character of men and quality in business that were the ideals of our founders, is a gratifying endorsement of our past and a happy augury of our future."

### Rushmore to Enter Kan.

Rushmore Mutual Life of Rapid City, S. D. is applying for admission to Kansas. C. K. Dean, executive vice-president and agency director, was until Jan. 1 general agent of Bankers of Nebraska at Wichita and was in the life business in Kansas nearly 25 years. The com-

pany is now admitted in South Dakota, Nebraska, Wyoming, Montana and Indiana.

### N. A. L. & C. Boosts Capital \$250,000

North American Life & Casualty has increased its capital stock from \$250,000 to \$500,000. This was considered desirable in view of the company's rapid growth, particularly in recent years.

The company is licensed in 31 states and several provinces. In the last 10 years premium income has increased more than tenfold.

### Stockholder Committee Opposes Mutualization

Stockholders of Ohio National Life are being solicited by a committee, headed by Roy L. Struble, in the Traction building, Cincinnati, to give authority to the committee to try to block the mutualization plan and instead to procure a purchaser or effect a sale at a net price of \$65 per share.

In 1941 Ohio National stockholders voted in favor of a mutualization proposal and agreed to sell their holdings at \$40 per share. The stock was to be retired from time to time out of earnings. In the meantime the stock trades at about \$34 a share and pays \$1.35 dividend.

Other members of the stockholders' committee are August A. Rendigs and Harold C. Knecht.

The committee's letter states that the mutualization plan which was adopted in 1941, is about to be put into effect. The committee states that an offer of a substantial insurance company was submitted to the president of Ohio National to purchase all or not less than 51% of the stock for \$65. According to the stockholders' committee, the president of Ohio National has refused to submit the offer to stockholders.

The letter states that since the adoption of the mutualization plan, earnings of Ohio National over and above dividends to stockholders, have exceeded \$30 per share and contends that thus more than 75% of the purchase price of \$40 under the plan will be paid with funds "justly due the shareholders."

Messrs. Struble, Rendigs and Knecht have been interested in the various litigations that have been carried on in recent years attacking in one way and another the mutualization programs of Union Central, Western & Southern, and Ohio National. Although Ohio National's earnings have been excellent, all of the business it has been written since the mutualization program was decided upon has been on the participating plan and there is considerable doubt as to whether stockholders have any claim on earnings from this source. Whether there have been any earnings to speak of on the old nonparticipating business is problematical.

It is likely that the stockholders meeting next week will be a spirited session.

### Malone Seeks to Recodify Pennsylvania Laws

HARRISBURG, PA.—A general recodification of insurance laws in the 1951 legislature has been urged by Commissioner Malone. In an address at a meeting of the insurance section of the Pennsylvania Bar Assn. at Reading, he said the laws governing activities of his department are "not unlike a patchwork quilt."

"The insurance department faces problems of administering laws which are often contradictory, vague or incomplete," he declared. "Sometimes we are unable to act for what we consider the best interests of policyholders and insurers because of definite limitations upon our statutory authority. The limitations, sound at the time the statutes were enacted, have become outmoded by progress."

## COMPANY MEN

### Filson Travelers Medical Director

Dr. McLeod C. Wilson, medical director of Travelers, has retired and Dr. Ralph M. Filson succeeds him. Dr.



DR. RALPH M. FILSON

Wilson joined Travelers in 1910 as medical examiner in New York City and that same year went to the home office as assistant medical director. He became medical director of the accident and group departments in 1920 and was named medical director of Travelers in 1944. He graduated from the medical college of Cornell University.

Dr. Filson joined Travelers in 1926 as assistant medical director and was appointed associate medical director in 1944. He received his M.D. degree from Queens university in 1915.

During the first war, he served in the Canadian army. From 1920 until 1926 he was with the department of soldiers civil reestablishment in Canada.

He was in New York City for four years in charge of the medical division of the Travelers claim department there from 1937 until 1941.

### Home Beneficial Changes

Arthur B. Upshur is retiring as actuary of Home Beneficial Life after 25 years with the company. C. A. McConaghy, heretofore assistant actuary, has been named to succeed him. Mr. Upshur was with the actuarial division of the Virginia department before joining Home Beneficial.

Forest B. Brauer, advertising manager, has been made assistant vice-president. George E. Hopson, heretofore cashier in the home office, becomes as-



Fifty-eighth Year of Service  
to the Families of New England

## A philosophy that works...

The continuing advancement of the essential interests of its field underwriters is fundamental in Equitable Life of Iowa operations.

Scientific selection, progressive and thoughtfully planned training, and an amplitude of field tested sales aids, are integral parts of a development program the merit of which has become more apparent annually.

As a natural result, Equitable of Iowa field underwriters are noted for the effectiveness of their services and held in ever-increasing esteem by prospects and policyholders.



## Equitable Life of Iowa

Founded in 1867 in Des Moines

## GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Offers Illinois Agents  
Exceptional Agency Opportunity  
VERY ATTRACTIVE CONTRACTS

## COMPLETE LIFE INSURANCE COVERAGES—AGES 0-60

Excellent Line of Juvenile Policies  
FULL BENEFIT AGE 2

For Particulars Write Home Office  
159 North Dearborn St., Chicago, Illinois

WILLIAM J. ALEXANDER, PRESIDENT



stant advertising manager and assistant editor of the company's house organ. George L. Richardson, head of the real estate department, and Richard W. Wiltshire, supervisor of agency training, have been made directors.

## Mutual Benefit Promotes Three

Mutual Benefit Life has promoted Harry Petty, formerly supervisor of the underwriting division of the department of issue, to assistant secretary, W. Franklyn White, associate underwriting executive, to underwriting executive, and George A. Pillman to assistant secretary.

Mr. Petty joined Mutual Benefit in 1929. During all but the first few months of his 20 years with the company he has been in underwriting. He is an L.O.M.A. associate.

Mr. White began his insurance career in 1916 in the life and accident division of Travelers in the New York office. He was with Globe Indemnity when he joined Mutual Benefit in 1943. He is a member of the executive, planning, finance and public relations committees of the H. & A. Underwriters Conference.

Mr. Pillman joined Mutual Benefit in 1917. He started as a clerk and became supervisor of the underwriting division in 1939. In 1946 he was made senior underwriter.

## Alford, Austin, Wright Promoted by Prudential

Don K. Alford, assistant regional manager of the mid-continent region of Prudential's ordinary department traveling out of the home office, has been promoted to regional manager of the central region.

He succeeds Howard A. Austin, Jr., in that post. Mr. Austin has been promoted to the field training division as assistant director of field training administration.

Mr. Austin has had administrative and sales management duties in Prudential's ordinary agencies department for some time which trained him for his new post.

C. B. Wright has been promoted to associate regional manager in the southern region. He also had field experience before going to the home office, field training division, and more recently has been in the ordinary agencies department.

### In Business Since 1936

Mr. Alford, a graduate of the commerce school of Northwestern University, started as a special agent of the LaSalle ordinary agency of A. Van Goldman at Chicago in June, 1936. About a year later he was appointed agency assistant there and then in 1939 became assistant manager with Mr. Goldman. Mr. Alford was appointed assistant regional manager of the southwestern region a year ago with headquarters in the home office and more recently has held a similar post with the mid-continent region.

## Confederation Elevates Nine More in Head Office

E. M. Squires and H. T. Griffiths, assistant superintendents of agencies, have been promoted to superintendents of agencies by Confederation Life. Mr. Squires began with the company as a group representative in 1934 and was subsequently branch manager at Detroit, Kingston and London, Ont. Mr. Griffiths, a C.L.U., was manager of the Alberta-Northern division for eight years, and previously represented the company at Penticton, B. C. Promotions of C. R. B. Lloyd and W. J. Farmery to treasurers, and A. E. Wall to associate general superintendent of agents was treated in THE NATIONAL UNDERWRITER last week.

C. R. Scarrott has been appointed supervisor of group sales for Ontario while N. A. Houston has been named group supervisor for Quebec. Both started as group representatives in 1937.

C. E. Smith has been named claim supervisor. Mr. Smith joined the company in 1920, became superintendent of mortgage investments for Saskatchewan, joined the actuarial department in 1929 and transferred to claims in 1938. C. E. C. Goss becomes supervisor of sickness and accident claims.

E. A. Burns has been named registrar of the underwriting committee. He has been with the company more than 40 years. He helped to organize the personnel department and was in charge of it from 1928 to 1932. G. M. B. Mahood has been named supervisor of the underwriting department, which he entered in 1934. H. S. Munro has been named assistant superintendent of personnel. He joined the policy owners service department in 1931.

## Reliance Life Advances Wood, Rickel, Peter

PITTSBURGH—Reliance Life has appointed Robert E. Wood director of public relations, Frank E. Rickel assistant advertising manager, and M. Cary Peter, II, assistant director of training.

Mr. Wood will head a new department. He has handled publicity and publications work in the advertising department for 21 years and now will expand promotional activities. He will continue to edit the weekly field publication and direct the employees' magazine. Mr. Wood spent nine years as a newspaper reporter and city editor on Pittsburgh newspapers and a short hitch on the local staff of the Associated Press in New York before joining Reliance in 1928.

Mr. Rickel has been in advertising and publicity work since he graduated from Kansas State College in 1940. He served in military intelligence and military government in the war.

Mr. Peter has been transferred from the branch office in Louisville to the home office. He joined the Reliance organization in 1946 as agency supervisor in Kentucky after an intensive training in programming, estate analysis and pension trusts with a Louisville agency. He is a graduate of the University of Virginia. In the war he served in the navy.

## Sawtelle Security Mutual Assistant to President

Security Mutual Life of Binghamton, N. Y., has just appointed Richard W. Sawtelle to the newly created post of assistant to the president. Mr. Sawtelle has been assistant secretary of the company in New York City. He went with Security Mutual in 1947 from Joseph Froggatt & Co. Prior to this he was assistant auditor for Travelers and was with that company from 1926 to 1946.

Andrew H. Thompson formerly field assistant at Staunton, has been made Roanoke district manager for Equitable Society.



Franklin T. Phillips, the new agency secretary of Columbus Mutual, entered law after graduating from Ohio State. He has added to this 15 years of life insurance selling and management work, most recently as manager at Columbus for Commonwealth Life.

# ACCIDENT AND HEALTH

## Fraizer Tells A. & H. Men to Oppose Any Govt. Disability Plan

The insurance industry should join with other forces to oppose any and all forms of federal and state sponsored disability insurance plans, especially where government monopoly is being advocated, T. J. Fraizer, attorney, stated in his talk before Lincoln A. & H. Underwriters Assn. Mr. Fraizer is associated with his father, C. C. Fraizer, general counsel of H. & A. Underwriters Conference, in law practice at Lincoln.

Mr. Fraizer pointed out that figures showing more than 51 million people have some form of private prepaid hospital benefit protection indicates that the demand for prepaid medical care plans is bound to increase. The existing consciousness of the public for such protection and political agitation for the government to enter the field has produced a market and demand for A. & H. and hospital insurance which the industry can satisfy and at the same time prove its ability for better service than the proposed government plans.

The field of workmen's compensation should be adequate proof of the capacity of the industry to provide a plan for

additional social benefits, he said. Mr. Fraizer advocated that business adopt the attitude of cooperation and be prepared to propose and support plans whereby private insurance shall undertake the obligations imposed upon employers by state legislatures to provide disability benefits.

He pointed out that the government plans so far proposed do not provide for persons disabled while unemployed.

## Program for H. & A. Conference Winter Meeting Announced

H. G. Kenagy, vice-president of Mutual Benefit Life, will deliver the opening address at the midwinter meeting of H. & A. Underwriters Conference Jan. 31-Feb. 2 at the Stevens Hotel, Chicago. He will speak on "Our Employees and Our Public Relations." The meeting will include discussions of federal and state cash sickness and health insurance legislation, federal and state regulation, hospital insurance, medical insurance and underwriting.

The federal and state picture on the cash sickness and health insurance scene will be discussed by E. H. O'Connor, Insurance Economics Society; R. J. Wetterlund, Washington National, and

**SINCE 1905**

American National has been steadily forging ahead—Among the first 20 in size, second to none in strength.

**ANICO REPRESENTATIVES SUCCEED BECAUSE ANICO PROVIDES:**

- ★ **POLICIES THAT EXCEL**  
Most plans issued down to date of birth . . . Full protection at age 6 months on (one half up to age six months) . . . A separate Mortgage Cancellation Policy at lower cost . . . and a long list of other leaders.
- ★ **PLUS**  
More selling aids . . . and the same friendly co-operation from the Home Office that is an ANICO tradition.

You Grow with Anico

ANICO Representatives are ANICO's best advertisements. They know they have a contract second to none. They know their policies are leaders in value.

**AMERICAN NATIONAL Insurance Company**

W. L. MOODY, JR., PRESIDENT GALVESTON, TEXAS

1 BILLION 750 MILLIONS OF LIFE INSURANCE IN FORCE

Bill Howland, conference statistician. John P. Hanna, executive director and attorney of the conference will present the status of other accident and health insurance legislation and insurance department developments.

A report on his study of impaired risks by R. A. MacDonald, supervisor of personal accident and health claims of Great-West Life, will conclude the Monday afternoon program. He is conducting his study as part of his work for a fellowship in H. & A. Underwriters Conference Institute.

Jarvis Farley, Massachusetts Indemnity, is scheduled to explain the status of the proposed standard provisions revisions Tuesday morning. C. C. Fraizer, general counsel of the conference, will discuss the accident and health industry committee work relating to minimum benefits and C. O. Pauley, Great Northern Life, will report for the conference business standards committee.

I. A. Weaver, Secured Casualty, will preside at the hospital insurance portion of the meeting Tuesday afternoon. Among the topics to be discussed are miscellaneous expense trends, increased hospital room and board costs, over-age hospital risks, and the over-all hospital admissions program.

Wednesday morning, D. B. Alport,

Business Men's Assurance, will be chairman of the underwriting session. The agenda includes a case clinic and current underwriting problems.

The medical insurance committee, W. deV. Washburn, American Health, chairman, will hold a discussion on current problems and recent trends in medical insurance.

A report on the work of the H. & A. Underwriters Conference Institute and its educational courses will be presented by C. F. Lee, Columbian National Life, chairman of the conference education committee.

V. J. Skutt, Mutual Benefit H. & A., president of the conference, will preside during the three-day meeting.

### Mich. Blue Cross Rates Up

LANSING, MICH.—Commissioner Forbes has approved a 12% increase in rates by the Michigan Hospital Service (Blue Cross), effective March 1.

The commissioner estimated that the new rates, based on the present 1½ million subscribers in the service, would bring in approximately \$2,600,000 additional annually in revenues. Family coverage is increased \$7.20 yearly and that of an unmarried subscriber \$3.60.

Due to increasing cost of operating

hospitals, Commissioner Forbes said he had urged an increase in rates last August but there had been some delay on the part of Blue Cross officials in deciding what course to pursue. He said the last 11 months' experience had eaten up the Michigan organization's surplus of some \$1 million and was beginning to nibble at reserves.

### Must Watch Legislation

San Antonio Assn. of A. & H. Underwriters heard an urgent appeal from President O. D. Harlan of the Texas association to inform themselves concerning proposed legislation which will affect their business.

William Bacon, Occidental Life, stressed that the accident and health business must stand or fall on the service rendered the public and emphasized the importance of prompt payment of claims.

It was announced that the San Antonio association will participate in the Trinity University open forum, a radio program, Jan. 18, when socialized medicine will be the subject of discussion.

### Complete Ida. Organization

The organization of the Western Idaho Assn. of A. & H. Underwriters was completed at the second meeting Jan. 10. Directors were elected, they being: H. S. Reed, Beneficial Standard Life; Warren Hill, Travelers; Ross Chastain, Northern Life; Wallace May, Mutual Benefit H. & A.; Douglas Williams, Aetna Life and R. D. Crow, Occidental Life.

James Hubbard, Idaho commissioner, was the speaker. The next meeting will be Feb. 7 at which time legislation will be discussed.

### Hear Richards at Hartford

George J. Richards, Monarch Life, member of the executive board of National Assn. of A. & H. Underwriters, spoke at the first 1949 meeting of the Hartford association, discussing National association activities.

### Doctor Is Utah Speaker

SALT LAKE CITY—The January meeting of Utah A. & H. Club was addressed by Dr. W. H. Tibbals, executive secretary of Utah State Medical Assn. There was a large turnout of members and guests, among the latter being members of Salt Lake County Medical Society and the women's auxiliary. He said President Truman's proposal for compulsory health insurance would be the opening wedge in the socialization of the medical and other professions, "and as such is not in the public interest."

### Hedges Congress Chairman

Bert A. Hedges, Business Men's Assurance, Wichita, has been named general chairman of the sales congress of Kansas A. & H. Underwriters Assn. Feb. 14 at Wichita. He replaces Herbert P. Lindsley, Occidental Life who was relieved due to ill health. Program chairman is E. L. Mack, Provident Life & Accident.

### Washington Nat'l Sends Paul Clark Speech to Field

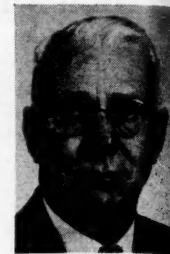
Washington National is distributing to its field force copies of the booklet, "Speak Up for America," a reprint of an address which Paul F. Clark, president and chairman of John Hancock made at the L.I.A.M.A. combination companies conference and the Hancock's agency leaders convention.

"Although this booklet is one of our competitors', the thoughts it contains on the system of free enterprise are so genuinely American in aspect that we wanted to give every member of our field force an opportunity to read this very fine address," said Vice-president Kenneth Mullins in his letter accompanying the booklet.

## CHANGES

### Lincoln Natl. Dubs Vial General Agent at Fresno

Nat S. Vial, manager of the life department for Theo. H. Davies & Co., representatives of Lincoln National, Honolulu, has been named general agent at Fresno, Calif. Mr. Vial has been in the Hawaiian post seven years. He has had 20 years in life managerial work in Chicago, Los Angeles and Hawaii. He is a graduate of Illinois and was on the faculty of that university and also of Iowa State before entering life insurance.



Nat S. Vial

### Hancock Names 5 Group Managers, Creates 3 Offices

John Hancock has appointed Alfred I. Merritt, formerly manager of the Cleveland group office, as east central group manager, covering group offices in Columbus, Cleveland and Pittsburgh. He is making his headquarters in Cleveland. Theodore W. Leet, previously home office representative in Cleveland, succeeds him.

The company has set up "independent" group offices in Pittsburgh, Nashville and Columbus. Manager of the Pittsburgh office is H. Drew Snyder, formerly home office representative in Pittsburgh. G. Webb Follin, Jr., previously home office representative in Nashville, is the new manager at Nashville. Hugh M. Hadley has been appointed manager of the Columbus group office.

### Nelson Assists Jordan

William J. Nelson, Jr., has been named assistant general agent by Earl C. Jordan, newly appointed general agent of Massachusetts Mutual at Chicago.

The past two years, Mr. Nelson has been sales manager of Timberlox chemical division of G. J. Liebich Co., Chicago. He was previously agency supervisor for Aetna Life at Chicago. Joining that company in 1939, he was made brokerage supervisor in 1940 and agency supervisor in 1942. He attended University of Arizona, where he majored in business administration, and furthered his studies at De Pauw.

### Scott Named at Wichita

Garland T. Scott, former district agent of Equitable of Iowa, has been named Wichita general agent of Bankers Life of Nebraska. He succeeds Cecil K. Dean, who resigned recently to join Rushmore Mutual Life as executive vice-president and director of agencies. Mr. Scott earlier was assistant professor of business administration at University of Wichita. E. S. Wescott, agency assistant and sales promotion manager, was at Wichita to assist Mr. Scott in reorganization of the agency.

### Springer Kansas G. A.

George E. Springer, for eight years with Pacific Mutual at Houston, has been named Kansas general agent, succeeding W. E. Moore, who resigned some time ago to join another company at Sioux Falls, S. D. Mr. Springer will

## NOVEMBER 20TH and INDIANAPOLIS LIFE

On November 20th, 1905, the Indianapolis Life Insurance Company issued its first policy.

Through 43 years it has grown, progressed, and served with distinction.

Insurance in force now exceeds \$208,000,000. Assets exceed \$55,000,000.

### A MOST IMPORTANT ASSET

The splendid group of Company representatives throughout the various states are also a most important asset. They are leaders in their communities, career men who have been carefully selected and thoroughly trained.

The Company's modern Rate Book, carefully designed to give instant answers for briefs and programs, and its modern sales plans and policies to fit every need, are aids to our fieldmen.

## Indianapolis Life Insurance Company

An Old Line, Legal Reserve, Mutual Company

Indianapolis 7, Indiana

Edward B. Raub, President

A. H. Kahler, Vice-President  
and Supt. of Agencies

Agency opportunities in Toledo, Ohio; Evansville, Indiana; Rochester, Minnesota; Davenport, Iowa; and, some other choice cities in Indiana, Illinois, Texas, Ohio, Minnesota, Michigan and Iowa.

**COMPLETE PROTECTION**  
Agency Franchises Available

ACCIDENT & HEALTH  
HOSPITALIZATION  
SPECIAL LIFE POLICIES

**JEFFERSON NATIONAL**  
Life Insurance Company  
INDIANAPOLIS, INDIANA



continue offices at 308 Schweiter building, Wichita. He was in the business at Rochester, N. Y., before going to Houston. Both he and Mrs. Springer are graduates of University of Iowa. W. W. Gillespie from the home office was in Wichita when Mr. Springer took over.

### Great American Reserve Names Shields at H. O.

H. V. Shields has been appointed educational director of Great American Reserve of Dallas. He has been associate professor at the insurance marketing school at Southern Methodist University and before that was a district manager for Union Central Life.

Mr. Shields will inaugurate a series of home office training classes for Great American Reserve.

### Thompson Manages Roxbury

P. Russell Thompson has been promoted to manager in Roxbury, Mass. Mr. Thompson graduated from Yale in 1928 and started in the Metropolitan home office in 1931, becoming an agent in New Haven in 1935. Then he became an assistant manager in Providence, R. I., field training instructor, assistant supervisor in field training, and division supervisor in field training. He is a C.L.U.

George A. Gallagher has been transferred as manager for Metropolitan to Newton, Mass. He has been manager at Springfield, Mass.

### Reliance Fills Two Posts

Reliance Life has appointed William F. VanderBrook associate manager at Pittsburgh and Arthur M. Ciagne assistant manager at Detroit.

Mr. VanderBrook started his life insurance in Watertown, N. Y., after graduating from Syracuse University. He served in the infantry in the war. He joined Reliance early in 1946 as assistant manager in Cincinnati. Last April he was transferred to the home office in Pittsburgh for managerial training.

Mr. Ciagne led the Michigan department in production in 1948 as an agent. He is a graduate of the University of Detroit. He served for 32 months in the navy during the war. His father, Martin Ciagne, has been a Reliance representative in Michigan for 32 years.

### Names Sals Associate

Continental American has designated Seymour Sals associate general agent of the Hancel agency New York. Mr. Sals attended Columbia and graduated from St. John's law school. He practiced law until he entered the armed forces. Following discharge in 1945, Mr. Sals joined Northwestern Mutual Life in New York. He was then appointed assistant manager for Prudential there.

### New Farm Bureau Offices

Farm Bureau companies of Ohio have opened new offices serving metropolitan Washington, D. C., and metropolitan New York.

The Washington office will be in the Colorado building with Henry K. Westphal, who formerly served as field supervisor in Washington, as state agent. Office for New York city will be at 23 West 45th street.

James J. Doherty, field supervisor in New York since 1942, has been named state agent in charge of the territory.

### K. C. Life Names Verhille

Kansas City Life has appointed Walter V. Verhille as general agent for eastern Iowa with headquarters at 504 North Market street, Ottumwa. It is a new agency. A graduate of Iowa State College, Mr. Verhille has had many years of experience as a personal producer and manager. Most recently he has been general agent at Ottumwa for Washington National.

## K.C. Life G.A.s Hold Annual Meet

The high business peaks of 1948 may not be reached this year but there will be no dangerous slump, President W. E. Bixby of Kansas City Life predicted at the company's general agents' conference at Kansas City. He said that barring sweeping political and international developments business will probably level off and exhibit more stability than at any time since the end of the war.

Discussing life insurance, Mr. Bixby said that despite increased demands on the spendable dollar last year life insurance ownership continued to expand rapidly and that as a means of voluntary security it is more popular than ever.

The three-day program included an open house at the home office, a speaking program, and a panel discussion. The general agents attended a dinner at the new home office dining room. All other meetings were held at the municipal auditorium.

## Old Line General Agents Confer at Home Office

MILWAUKEE—General agents of Old Line Life of America met with company officials at the home office here to confer on 1949 sales and business promotion plans and other agency-company matters. Paul A. Parker, agency director, was in charge. President J. H. Daggett and other company officers spoke. They visited Old Line's new home office building, which will be occupied in April.

Three general agencies which have entered the million dollar class were presented special certificates. They are Royal E. Meyer, Manitowoc, Wis.; A. C. Meyer, Antigo, Wis., and Grant J. Nault, Fond du Lac.

For the ninth straight year, H. R. Buckman led the sales force of Old Line the past year in paid volume, premium volume and number of lives written. Among the general agents, Buckman & Associates were leaders for the fourth year.

## Wis. Nat'l Holds First of Seven Regional Meets

Wisconsin National held the first in a series of seven regional meetings Monday and Tuesday at Minneapolis. Other regionals scheduled are Grand Rapids, Feb. 21-22; Detroit, Feb. 24-25; Milwaukee, March 14-15; Green Bay, March 28-29; Peoria, April 18-19; Indianapolis, May 26-27.

Meetings are in the form of round table discussions covering sales, ideas, company practices and questions and answer forums on life and disability insurance. All representatives are being invited to attend.

## B.M.A. Has Salt Lake Rally

Agents of Business Men's Assurance from Utah, Idaho, Montana and portions of Nevada and Wyoming, numbering 50, attended a sales congress at Salt Lake City, under the direction of Walter M. Jones, intermountain branch manager, and Elwood S. Romney, sales supervisor.

The Salt Lake office had 11 salesmen qualify for the all-star convention at Banff next September. It produced 5.3% more business in 1948 than in 1947. The agents pledged themselves to accept a quota for this year at least 10% in excess of last year's production promising to equal or exceed the quota.

Fidelity Mutual Life is currently holding an agency building conference for general agents at the head office and a second such meeting will commence on Jan. 31.

## Alliance Regionals in Full Swing

The second in the current series of Alliance Life regional meetings was held at Battle Creek, Mich., Jan. 14-15, with General Agent J. B. Dexter of that city as host. The club year began Dec. 1, and theme of the meeting was attainment of individual agency quotas.

Representing the home office were Vice-president A. J. Schmidt, Dr. J. E. Hunsinger, medical director; B. T. Kamins, vice-president and agency director; A. J. Brender, conservation manager; Bert Molohon, agency supervisor, and H. C. Calaway, group supervisor.

Speakers included Mr. Schmidt, Walter Krafft, Saginaw, and Mr. Brender.

An award was made to the E. W. Nuechterlein agency of the President's trophy for highest percentage of paid-for business and individual awards were given to D. J. Patterson, Battle Creek, and James B. Seale, Cass City, for individual production records. Both appeared on the program.

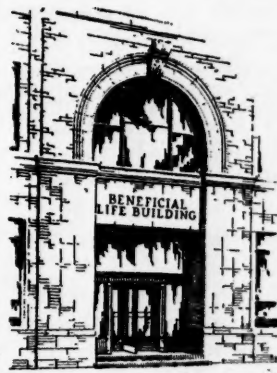
A regional previously was held at Davenport, Ia., for Minnesota, Iowa and northern Illinois agencies. Trophies for 1948 records were awarded to O. S. Stevens, Dixon, Ill., for highest percentage of renewal business, and to O. J. Warneke, Sumner, a., for highest renewal of second-year business. The Rockford general agent, L. R. Cardwell, was honored for his agency's 1948 gains.

Mr. Kamins announced the agency outing will be held late in June at the Hornet at Three Lakes, Wis.

Host was Joseph S. Patrizi, general agent.

The home office was represented by

1905



1949

*The Purpose of Beneficial Life  
Underwriters Is  
To Serve Human Needs*

**BENEFICIAL LIFE**  
INSURANCE COMPANY

George Albert Smith, President

Salt Lake City, Utah

**REINSURANCE**

**LIFE — ACCIDENT — HEALTH — POLIO**

**ALLIANCE Life INSURANCE COMPANY**

Ray E. Button, Reinsurance Director

Chicago

Mr. Kamins, Dr. Hunsinger, Mr. Molohon, E. H. Wagner, actuary, and E. G. Atkinson, agency secretary.

Another regional is scheduled for this week-end at Champaign, Ill.

### Nat'l Fidelity Top Agents Hear Report on Business

National Fidelity Life held its annual president's honor staff meeting at Kansas City, concluding with a banquet at which W. Ralph Jones, president and actuary, was toastmaster. Ben Taylor, vice-president and agency director, spoke briefly and praised the qualifiers. E. W. Miller, editor of the "Olathe Mirror" was guest speaker.

Officers of the honor staff for 1946 are J. D. Adam, Emporia, president; W. A. Rupp, Tracy, Minn., vice-president; P. D. Raymond, Manhattan, Kan., secretary-treasurer.

Production of new business, life and A. & H., increased 15.7%. Insurance in force totaled \$58,184,756, as against \$54,223,072. Premium income was \$1,441,572, up 14.1%, and total income was \$1,862,000. Total disbursements were \$1,090,000.

Admitted assets increased \$794,036 and totaled \$10,495,051 Dec. 31. Liabilities increased \$661,461 to a total of \$9,525,655, leaving policyholders' surplus of \$969,395, as against \$836,822 a year earlier.

### N. W. Mutual Ia. Meet

DES MOINES, IA.—About 100 agents in Iowa of Northwestern Mutual Life attended the company's 59th annual Iowa meeting at Hotel Savery in Des Moines.

Speakers included Edmund Fitzgerald, president, and Grant L. Hill, vice-president and director of agencies. General agents in Iowa represented included Kimball J. M. Cormack of Des Moines, Scott M. Burpee of Sioux City, R. H. Pickford of Cedar Rapids and James H. Copeland of Davenport.

### Slate N. W. Mutual Rally

About 150 Northwestern Mutual people will attend the two-day midwest regional conference in St. Paul Jan. 24-25. The conference is for the Duluth, St. Paul, Minneapolis, Mankato, Eau Claire, Fargo and Sioux Falls territory. W. W. Lundgren, general agent in St. Paul, is in charge of arrangements.

Home office representatives will be Grant L. Hill and P. K. Robinson, vice-presidents; G. D. Swanson, general counsel; Verne Arends, assistant secretary, and L. J. Evans and Benjamin Snow, assistant directors of agencies. Also appearing on the program will be Hilbert Rust, vice-president of Insurance R. & R.; A. F. Breher, Les Westin and B. B. Engelbert, St. Paul; H. J.

McIntyre and L. T. Stearn, Minneapolis; C. O. Hanson, Grand Forks, N. D.; Edward Lattimore, Wausau; Claire Thomas, Spencer, Ia.; E. H. Ruhsam, Albert Lea; and Howard Hoene, Duluth.

### Business Insurance School

Seattle will be the location of the first 1949 regional business insurance school of Mutual Benefit Life, Feb. 7-11. George B. Gordon, director of advanced training, and Grant A. Sharpe, business insurance consultant, both from the home office, will serve as instructors.

Bankers Life of Nebraska is holding its annual meeting of general agents at the home office in Lincoln Jan. 30-Feb. 2.

## ASSOCIATIONS

### Program Is Announced for Oklahoma Sales Congress

The completed program has been announced for the annual sales congress of Oklahoma Assn. of Life Underwriters Jan. 28-29. As previously noted, the first meeting will be at Tulsa and the second at Oklahoma City, with the same program at each city. It includes discussions by Noel L. Welsh, Metropolitan Life, Tulsa, on "Let the Buyer Beware;" Chester O. Fischer, vice-president Massachusetts Mutual Life, on "Lessons Not Learned in Books;" Newman E. Long, Dallas business insurance and estate planning specialist, "Take a Minute to See the Trees," and Harry S. Redeker, general counsel of Fidelity Mutual Life, on "Estate Planning Under the Revenue Act of 1948."

Luncheon speaker at Tulsa will be Charles A. Kothe, and at Oklahoma City Rev. W. H. Alexander.

The less intricate but competent estate planning services required by the middle income field of life insurance buyers will be brought out in a marketing panel conducted by C. E. Gaines, Dallas, agency director of Great National Life, assisted by C. H. Killen, New York Life, San Antonio; Richard Trent, Massachusetts Mutual, Oklahoma City, and James S. Lowry, General American Life, Kansas City.

### Two New Associations Are Organized in Kansas

Central Kansas Life Underwriters Assn. was organized at Great Bend at a meeting attended by 26 life men from that area. State officers attending and assisting at the organization meeting included Rex Lear, Salina, Kansas president; Ralph W. Cochran, Dodge City, president of Dodge City and Southwest Kansas Assn.; August Epp, Penn Mutual, Newton, member of the Kansas Leaders Round Table, and Keith Hayes, Mutual Life, Hutchinson, vice-president of the Kansas association and extension chairman for western Kansas. It is expected that there will be at least 30 charter members.

Officers named included W. O. Volmer, B.M.A., Great Bend, president; Lester L. Shaw, Kansas City Life, Macksville, vice-president; and Charles S. Hamilton, B.M.A., Great Bend, secretary-treasurer. Directors include W. S. Southern, John Hancock, Ellinwood; Grant Hoener, New York Life, Great Bend; Frank H. Templeton, Northwestern Mutual, Great Bend, and Carl Sparkman, Great Bend.

### Northwest Kansas Setup

The next day Northwest Kansas association was organized at Hays, the 15th local affiliated with the Kansas association. Initial membership is 24 but at least 30 are expected to sign up as charter members.

Messrs. Lear, Cochran, Hayes and Epp also attended that meeting. Temporary officers are: President, James M. Hower, Equitable Society, Russell; vice-president, James E. Rice, Bankers

of Nebraska, Hays; secretary W. E. Wickizer, General American, Wakeeney.

Mr. Epp presented at both meetings a very effective sales presentation of "Retirement Income for Farmers" which he has developed.

The Kansas association is working toward the organization of a Cowley County association, to include membership from Winfield and Arkansas City. Vice-president Don Mitchell, New York Life, Wichita, is extension and membership chairman for that district.

### Chicago Council to Meet

Harry R. Schultz, chairman of the advisory council of the Chicago Assn. of Life Underwriters, has called a council meeting for Jan. 28 to follow a luncheon. Representatives from Chicago agencies will consult with officers of N.A.L.U. on current problems of agents and legislation. This will be a town hall session with discussion from the floor.

Detroit—Simon D. Weissman, Equitable Society, Boston, N.A.L.U. trustee, addressed the advisory council on "The Life Underwriter at the Crossroads."

Toronto—Graham A. Walter, Canada Life, who has spoken before the N.A.L.U. and many local associations in the U. S. and Canada, has been elected president.

Jersey City—W. S. Weiler, assistant director of the advertising and publications department of Prudential, talked on "Advertising and Life Insurance." Four new members were received.

Milwaukee—Francis L. Merritt, vice-president and agency director of Central Life of Iowa, discussed "Building New Insurance Clients" at a luncheon meeting Jan. 20.

Boston—President Jesse W. Randall of Travelers spoke on "The Ever-Widening Horizons for Life Insurance."

Columbus, O.—H. P. Gravengaard of Diamond Life Bulletins will speak Jan. 21 on "Our Responsibility to American Business."

Topeka—A round table discussion was held on "Things That Have Worked for Me" with Edna Richert, Penn Mutual, heading a panel on "Package Selling"; Gerry Hayes, Massachusetts Mutual, on "Programming Sales," and Dale Carmean, New York Life, on "Business Sales." A general discussion followed each panel. The association is running a newspaper "ad" during January listing the names of all paid members.

Hutchinson, Kan.—Rex Lear, Farmers Life, Salina, president of the Kansas association spoke Jan. 19 on association affairs. He exchanged dates with Herbert P. Lindsley, Occidental Life, Wichita, who takes the March 16 meeting to discuss "Philosophy of Life Insurance."

San Antonio—Mrs. George C. Baker spoke on "Believe in What You Sell." W. C. Abbey spoke of the sales congress session to be held at San Antonio Feb. 18.

Austin, Tex.—President R. N. Lewis of the Texas association reviewed developments of association work from a small beginning to the present status with a permanent office and executive secretary. He expressed the hope that the time may come when membership in the association will be by application rather than by solicitation.

Grand Rapids—Earl M. Schwemm, manager of Great-West Life at Chicago, spoke on "Sales Ideas for Today's Market." S. H. Barnard, president, was in charge. E. R. Tonkel, Ohio National, vice-president, was in charge of program.

Western Montana—Kjell Solliid, Northwestern National, Missoula, was elected vice-president to fill out the unexpired term of Dewey Currie of Business Men's Assurance, who has been transferred to Texas.

Washington, D. C.—Clifford H. Orr, general agent National Life of Vermont and president of the National Assn. of Life Underwriters, was the speaker at the meeting Wednesday.

Niagara Falls, N. Y.—Rob R. Macleod, executive vice-president of the Buffalo-Niagara Electric Corp., spoke.

Quincy, Ill.—Nate Mack of Equitable Society spoke on association activities and N.A.L.U. at the monthly meeting. He especially discussed the effort this year to have the tax basis on annuity income improved and declared work of N.A.L.U. on legislation alone was worth the membership fee in the local. He

### Branch Offices in the United States

ATLANTA	HONOLULU, T.H.
BALTIMORE	INDIANAPOLIS
BOSTON	JACKSONVILLE
CANTON	KANSAS CITY
CHICAGO	LANSING
CINCINNATI	LOS ANGELES
CLEVELAND	LOUISVILLE
COLUMBUS	MEMPHIS
DAVENPORT	MINNEAPOLIS
DENVER	NASHVILLE
DETROIT	NEW HAVEN
GRAND RAPIDS	NEW ORLEANS
GREENSBORO	NEWARK

### SUN LIFE ASSURANCE COMPANY OF CANADA

Established 1865



*We are Growing*

### AND SPREADING OUT—

As a result of the progress Postal Life & Casualty has made, we can offer real opportunities for men who are looking for a chance to develop their own agencies.

### POSTAL LIFE & CASUALTY INSURANCE COMPANY

4727 WYANDOTTE STREET

KANSAS CITY 2, MISSOURI

also to  
surance  
tial, a  
member  
for man  
New  
trust of  
Bank of  
month  
San  
also as  
Chance  
Miss A.  
ective  
has bee  
tober c  
conditi  
Blue  
Banker  
estate  
San  
manag  
troit, w  
St. L  
Lakelan  
can Lif  
tional a  
Camp  
Prude  
Rollin  
for ord  
stantial  
group,  
agency  
ential en  
first p  
all th  
agen  
compar  
third  
year.  
aged by  
Campb  
It al  
net in  
ducti  
fulfillm  
number  
receiving  
and the  
agencie  
More  
ten wa  
and De  
secuti  
paid-fo  
nary.  
again I  
Theode  
place.  
more t  
exceed  
Thir  
year o  
\$275,00  
while 1  
than a  
032 pa  
Duri  
activity  
to qua  
porary  
for an  
\$675,00  
Besid  
in Pat  
an ad  
shortly  
Grou  
With  
poratio  
Mark  
the W  
in Pit  
man"  
Millio  
to Dec  
honors  
employ  
of \$29,  
Has  
The  
ern M  
highes  
since  
were  
genera



ary W. E.  
Wakeney  
th meet-  
entation  
of mers" which

working to  
a Cowley  
de member-  
Kansas City,  
New York  
and mem-  
istrict.

## Meet

man of the  
ago Assn.  
led a coun-  
o follow a  
om Chicago  
officers of  
s of agents  
be a town  
from the

man, Equi-  
U. trustee  
all on "The  
ssroads."

er, Canada  
the N.A.L.U.  
n the U. S.  
resident.  
assistant di-  
ed publica-  
ial, talked  
Insurance."

rritt, vice-  
Central  
lding New  
neon meet-

Randall of  
-Widening

ngaard of  
speak Jan.  
American

mission was  
orked for  
n Mutual  
Selling";  
Mutual, on  
Dale Car-  
"Business  
followed  
s running  
ary listing  
s.

Farmers  
Kansas as-  
sociation  
with Her-  
life, Wich-  
meeting to  
surance."

C. Baker  
a Sell."  
ales con-  
n Antonio

Lewis of  
develop-  
n a small  
is with a  
secretary.  
time may  
associa-  
ther than

mm, man-  
Chicago,  
ay's Mar-  
t, was in  
National  
of pro-

d, North-  
s elected  
inexpired  
ess Men's  
ferred to

H. Orr,  
Vermont  
Assn. of  
eaker at

Macleod,  
Buffalo-

Equitable  
activities  
meeting.  
ort this  
nulty in-  
work of  
s worth  
cal. He

also touched on the Institute of Life Insurance work. Roscoe Bourne, Prudential, association president, announced membership was 54, the highest reached for many years.

**New Bedford, Mass.**—Elliot S. Knowles, trust officer of the Merchants National Bank of New Bedford, addressed the monthly luncheon.

**San Francisco**—Offices of San Francisco association have been moved to the Chancery building at 564 Market street. Miss A. V. Bowyer, who has been the executive secretary for more than 20 years, has been confined to her home since October due to a recurrence of a heart condition.

**Blue Valley (Neb.)**—O. R. Frey of Bankers Life of Nebraska talked on estate taxes and life insurance.

**San Jose**—Ernest W. Owen, retired manager of Sun Life of Canada at Detroit, was the speaker.

**St. Petersburg**—R. A. Patrick, Jr., Lakeland general agent of Pan-American Life, spoke on the work of the National association.

## AGENCY NEWS

### Campbell Agency Leads Prudential for Third Time

Rolling up a total of \$19,297,932 paid for ordinary new business plus a substantial volume of group, the Newark agency of Prudential ended 1948 in first place among all the ordinary agencies of the company for the third consecutive year. It is managed by Charles W. Campbell.

It also led all in net increase, production by new fulltime agents, number of agents receiving awards for sizeable production, and those qualifying for the ordinary agencies business conference.

More than 75% of the business written was produced by the fulltime staff and December constituted the 36th consecutive month in which the agency had paid for in excess of \$1 million of ordinary. Julius Kaplove of Union City again led the agency for the year, with Theodore Bonn, Paterson, in second place. Twenty-four agents each had more than \$250,000 of paid-for and eight exceeded \$200,000 each.

Thirty-six full-time agents with one year or more of service averaged over \$275,000 for the year in paid business, while 12 new full-time agents, with more than a month of service, averaged \$21,032 paid-for per month.

During the latter part of the year activity in writing group disability plans to qualify under the New Jersey temporary disability law produced 695 cases for an estimated annual premium of \$675,000.

Besides detached offices now operated in Paterson, Jersey City, and Trenton, an additional branch will be opened shortly in New Brunswick.

### Group Millionaire Winners

With 56 applications covering 12 corporations for a volume of \$12,954,508, Mark B. Higgins, group supervisor of the Woods agency of Equitable Society in Pittsburgh, won the annual "head man" contest of the company's Group Millionaires Club running from Oct. 1 to Dec. 31. The agency also won top honors. It had 119 applications on 31 employer companies for a total volume of \$29,369,044.

### Has Top Year Since 1930

The Oklahoma agency of Northwestern Mutual Life closed 1948 with the highest production in paid for business since 1930. Results of the banner year were announced by Albert B. Irwin, general agent, at the annual agency

meeting at Oklahoma City. Harold W. Gardiner, educational director from the home office, was key speaker and guest home office, was key speaker at the business sessions, and guest of honor at a luncheon.

Special recognition was given T. M. Waldrop of Shawnee for completion of his 40th year with the company. He was presented a radio. Herb M. Mee was honored as leading producer for the year.

### Simon Agency Leads All

Members of the Ben Simon agency of Lincoln National at Norfolk set three company production records in 1948. The agency's production established a new company record by an agency for any one year. W. L. Pool bettered the previous record of production for individual agents which he established the year before. Mrs. Rose C. Erlach's production was greater than had ever been secured before by a woman agent. The agency will celebrate accomplishments at a dinner Jan. 25.

### Agents Meet Fotheringham

Utah and Idaho agents of Prudential attended a dinner at Salt Lake City to meet the new manager, Theron W. Fotheringham who recently succeeded John W. Lawrence. Donald O. Cramer, regional manager, was on hand from the western home office. Mr. Fotheringham was formerly with Equitable Society and is a C.L.U.

A dinner was given at Columbus Saturday night in honor of the Columbus agency of Ohio State Life, which led all agencies in volume of insurance written the past year. R. G. Leuzinger is general agent. Vice-president Frank L. Barnes presided and the principal talk was given by President Claris Adams.

At the annual meeting of the Henry W. Laffer agency of Northwestern Mutual at Wichita, Harold Gardiner, educational director, represented the home office.

### Two to Stay in Ohio

Dr. Albert G. Caris, statistician, and Miss Lillian Stickel, assistant finance officer, in charge of licensing agents, will continue in the Ohio department under the new administration.

**New Haven Industrial Insurance Agents Union** has voted last week to affiliate with National Federation of Insurance agents, AFL. The group, comprising agents in several Connecticut cities, formerly was in the CIO.

## NEWS ABOUT LIFE POLICIES

### New Dividend Scale of Equitable, N. Y.

Aggregate dividends to be distributed on the 1949 scale by Equitable Society will be substantially more than in 1948. The scale has been increased on both American Experience and CSO policies, resulting from improvement in interest

rate reflected in interest earnings. Increase in term insurance dividends is based upon improved results from such policies.

A new feature of the scale which will add still further to the amount distributed has been designed to promote final equity in treatment of certain terminating life policies. Surrender and endowment maturity dividends equal to 2% of the tabular cash value for the

## OPPORTUNITY FOR LIFE UNDERWRITERS

Because of a constantly expanding service to policyholders and fieldmen; vigilant scrutiny and selection of investments; officers, outstanding in their ability as life insurance leaders, who devote their entire time and attention to the company; fieldmen of the highest type; the Peoples Life is in position to offer you real opportunity, whether you be an experienced life underwriter or the man who wishes to get into the ranks.

If, when you check your assets and make your plans for the coming year, you find you are interested in a company giving you the breaks, you will find it pays to be friendly with the



**PEOPLES LIFE INSURANCE COMPANY**

"The Friendly Company"

Frankfort

Indiana

## North American Reassurance Company

J. Howard Oden, President

110 East 42nd Street

New York 17, N. Y.

**LIFE REINSURANCE EXCLUSIVELY**

face amount, but in no event to exceed \$15 per \$1,000 face amount, are payable in cash under this new scale on life policies which terminate by lump sum payment of cash surrender value or endowment maturity value, respectively, provided:

(a), the policy has been in force for at least 20 years from register date and is not in force under a non-forfeiture provision for extended term or reduced paid-up insurance; (b), the policy was issued at gross premium rates based on an interest rate not in excess of 3% and (c), the policy did not contain a disability income benefit of a form issued prior to Jan. 1, 1932, or, if such a benefit was included, the benefit was in effect for less than five years.

Rates of interest payable in 1949 on funds left with the company are: 2.75% (or the guaranteed rate if higher) on non-withdrawable policy proceeds and dividend accumulations; 2% on withdrawable policy proceeds.

Illustrative dividends applicable to current policies issued at rates effective Nov. 15, 1947, are:

Dividend End of Year		Ordinary Life									
Age	2	6	10	15	20	25	30	35	40	45	50
10	2.26	2.48	2.74	3.04	3.43	3.71	4.01	4.31	4.61	4.91	5.21
15	2.55	2.82	3.08	3.36	3.64	3.92	4.20	4.48	4.76	5.04	5.32
20	2.87	3.17	3.48	3.79	4.08	4.37	4.66	4.95	5.24	5.53	5.82
25	3.25	3.71	4.08	4.44	4.81	5.17	5.54	5.90	6.27	6.64	7.01
30	4.03	4.42	4.80	5.19	5.57	5.95	6.33	6.71	7.09	7.47	7.85
35	4.82	5.27	5.73	6.15	6.57	6.99	7.41	7.83	8.25	8.67	9.09
40	5.83	6.31	6.74	7.13	7.56	7.98	8.40	8.82	9.24	9.66	10.08
45	6.98	7.28	7.59	7.96	8.36	8.76	9.16	9.56	9.96	10.36	10.76
50	8.44	8.90	9.18	9.34	9.63	9.92	10.21	10.50	10.79	11.08	11.37
55	8.50	8.97	9.52	10.05	10.57	11.09	11.61	12.13	12.65	13.17	13.69
60	10.23	11.42	12.56	13.52	14.58	15.64	16.69	17.75	18.81	19.87	20.93
65	14.57	15.46	15.97	16.24	16.50	16.76	17.02	17.28	17.54	17.80	18.06
70	17.12	19.04	20.23	20.95	21.79	22.63	23.47	24.31	25.15	25.99	26.83

20 Payment Life		Life Paid-Up at 65									
Age	2	6	10	15	20	25	30	35	40	45	50
10	3.01	3.33	3.69	4.08	4.46	4.84	5.22	5.60	5.98	6.36	6.74
15	3.31	3.68	4.04	4.42	4.80	5.18	5.56	5.94	6.32	6.70	7.08
20	3.62	4.02	4.43	4.84	5.24	5.64	6.04	6.44	6.84	7.24	7.64
25	4.08	4.45	5.00	5.46	5.92	6.38	6.84	7.30	7.76	8.22	8.68
30	4.73	5.21	5.68	6.16	6.64	7.12	7.60	8.08	8.56	9.04	9.52
35	5.48	6.02	6.55	7.05	7.54	8.04	8.54	9.04	9.54	10.04	10.54
40	6.42	6.97	7.47	7.92	8.42	8.92	9.42	9.92	10.42	10.92	11.42
45	7.50	7.87	8.25	8.77	9.29	9.81	10.33	10.85	11.37	11.89	12.41
50	8.87	9.37	9.71	10.32	10.73	11.34	11.75	12.36	12.77	13.38	13.79
55	8.84	9.36	9.96	10.52	11.07	11.63	12.19	12.75	13.31	13.87	14.43
60	10.45	11.66	12.81	13.77	14.61	15.45	16.29	17.13	17.97	18.81	19.65
65	14.68	15.57	16.08	16.35	16.62	16.89	17.16	17.43	17.70	17.97	18.24
70	17.15	19.07	20.25	20.97	21.83	22.69	23.55	24.41	25.27	26.13	26.99

\*On paid-up basis.

20 Year Endowment		Atlantic Life Makes Many Changes in Contracts									
Age	2	6	10	15	20	25	30	35	40	45	50
10	3.44	3.90	4.42	4.96	5.49	6.01	6.53	7.05	7.57	8.09	8.61
15	3.69	4.19	4.68	5.19	5.77	6.31	6.84	7.37	7.90	8.43	8.96
20	3.94	4.46	4.98	5.51	6.17	6.70	7.23	7.76	8.29	8.82	9.35
25	4.36	4.91	5.47	6.01	6.65	7.18	7.71	8.24	8.77	9.30	9.83
30	4.95	5.50	6.04	6.59	7.26	7.78	8.31	8.84	9.37	9.90	10.43
35	5.65	6.23	6.81	7.36	7.90	8.43	8.96	9.49	10.02	10.55	11.08
40	6.54	7.12	7.65	8.13	8.61	9.14	9.67	10.20	10.73	11.26	11.79
45	7.58	7.98	8.38	8.93	9.41	9.94	10.47	10.99	11.52	12.05	12.58
50	8.92	9.43	9.79	10.03	10.94	11.46	11.98	12.50	13.02	13.54	14.06
55	8.88	9.41	10.01	10.60	11.24	11.83	12.42	13.01	13.60	14.19	14.78
60	10.47	11.68	12.82	13.78	14.88	15.93	16.98	17.93	18.98	19.93	20.98
65	14.68	15.57	16.08	16.35	16.62	16.89	17.16	17.43	17.70	17.97	18.24
70	17.15	19.06	20.25	20.96	21.82	22.68	23.54	24.40	25.26	26.12	26.98

## Atlantic Life Makes Many Changes in Contracts

Atlantic Life has made a number of changes in its rate book. No longer is life paid-up at age 85 issued as a preferred risk policy. Ordinary life will be issued with a minimum of \$5,000 through age 60; above 60 it may be sold in amounts of \$1,000 and over. Premiums on both these plans have been revised.

Cash values on life paid-up at 85 have been reduced, premiums on 20 payment endowment at 85 have been changed for ages 10 through 23. Retirement income endowments at 65, 60 and 55 will be issued through ages 55, 50 and 45, respectively. Ten year endowment now will be issued at ages 19 through 65. The double indemnity benefit will be issued down through age 10 instead of 15 as formerly.

The juvenile section has been completely revised, new policies added, others dropped, and premium rates on remaining plans all in cases have been revised. A juvenile estate builder is entirely new. The insurance increases from \$1,000 to \$2,000 at age 18; \$3,000 at age 19; \$4,000 at age 20; and at age 21 and for life thereafter, \$5,000. Premiums are payable until age 60 and remain level throughout.

## Home Security Changes

Home Security of Durham, N. C., has revised all premium rates and policy forms as of Jan. 1. Policies now are issued on CSO 3% basis.

## Berkshire's New Rules

Subject to regular limits and underwriting rules, waiver of premium, disability income and double indemnity benefits now may be issued with the one, two and five year automatic con-

vertible term policies of Berkshire Life. Waiver of premium and double indemnity benefits may be issued with the five year term renewable to age 60.

## Simplify Income Agreement

An autoplan income agreement form which simplifies completion of an income agreement has been adopted by Connecticut Mutual. It is designed so that an insured, with the help of his agent, by initialing the desired combination of clauses, may complete an income agreement at his home or office.

## Term for Armed Services

Great-West Life now is making available all term plans to members of the armed services regardless of rank. Included in this category are family protection riders, which may be added to policies in accordance with present rules. The preferred risk ordinary life plan, however, will continue to be confined to commissioned officers as in the past.

## Southern L. & H. on CSO 3%

Southern Life & Health now is issuing its ordinary department contracts on the CSO 3% basis. Among the plans offered are preferred risk ordinary life and 20 payment life, minimum \$5,000; retirement income 65, life expectancy, and a 20 year family income rider.

# FRATERNALS

## Verhovay Now on American Men 2½%

Verhovay Jan. 1 changed all its new issue of certificates to the American Men 2½% mortality table. Since 1945 it had been on American Experience 3%. The step is in line with recommendations of the Pennsylvania department to the fraternal societies, and, Verhovay explains, because of the "persistently decreasing returns on high grade investments as well as the stubbornly increasing costs of management." These factors have made continuation of the 3% interest assumption impractical.

Premium rates now are somewhat higher but nonforfeiture values are increased in all new certificates. Older issues are not affected.

Maximum amount of insurance which will be issued in the adult department remains \$5,000; in the juvenile department limits are \$1,500 in New Jersey, \$2,000 in Illinois, Kentucky, Missouri, Pennsylvania, West Virginia and Wisconsin for applicants at least two years old, and \$1,000 in the remaining states as well as for those under two years in states permitting up to \$2,000 juvenile. The \$1,000 double indemnity limit has been raised to \$2,000.

## Ransford Is Installed as Michigan Congress Head

R. G. Ransford, president of Gleaner Life, Detroit, was installed as president of the Michigan Fraternal Congress at an all day meeting in Detroit. A team from Woman's Benefit performed the ceremony. The Field Aid section also held a gathering.

David Hersh, associate general counsel of Maccabees, addressed the congress on "The Legal Aspects of Fraternal Underwriting." Samuel H. Hadley, president Protected Home Circle, Sharon, Pa., spoke on "Fraternalism."

## Halverstadt Is Promoted

LINCOLN, NEB.—Don Halverstadt of Tecumseh, who has been a field representative of Woodmen of the World Life, has been advanced to district representative there. Russell R. Ryne of this city, state manager, announced the promotion. The district includes Johnson, Gage and Pawnee counties and part of Otoe county.

# MANAGERS

## Two Talk on Recruiting Before Los Angeles Assn.

LOS ANGELES — Life Insurance Managers Assn. heard two members speak on "Recruiting," giving case histories of men recruited in 1946 and 1947.

Laurel E. Miller, Sun Life of Canada, said half of his new men come from the agency members and half from advertising, the manager's ability to select men and from old policyholders. However, he does not favor the old policyholder angle.

Walter E. Payne, Prudential, said he got no men from advertising, some from referred leads, and more from other departments of the company and contacts. Walter Saint, American United Life, and Robert L. Woods, Massachusetts Mutual, were elected to membership.

## Discuss New Men's Problems

Available aptitude tests and proven interview techniques will eliminate the majority of problems that come up among first year men, Grant Johnson, New York Life, told the Indianapolis Managers' Assn. in the course of a panel discussion. Hence, he said, any discussion of handling first year men's problems begins with selection.

Easily Blackwood, Metropolitan, and Ray Patterson, Penn Mutual, stressed adequate training before an agent is sent into the field. Mr. Patterson emphasized the confidence that the agent gets in this way and Mr. Blackwood said that until his basic training is completed the new man should not be allowed to make sales without a supervisor's assistance.

Leo Smith, Massachusetts Mutual, stressed teaching a man self-organization to enable him to operate without a boss and still make a reasonable number of calls and always have a place to go.

Henry C. Smale, former president of National Union Assurance, died at his home in Chicago at the age of 81. He had been a postal employee there for 46 years and at one time was superintendent of delivery. Mr. Smale retired in 1932.

William T. Bogart has been named district manager of Woodmen of the World Life at Wichita.

Fifty-six Jefferson Standard agents attended the career school in life underwriting at the company's home office.

**A** LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Thirty years old — \$215,573,110.00 in force. Mortality experience 1947 18.10%. Rate of assets to liabilities—108.36%.

★  
Our new agents' contract, with retirement program, has been enthusiastically received by our agency force. You, too, will be interested.

★  
Address your letter of inquiry to  
**THE SUPERINTENDENT OF AGENCIES**

**LUTHERAN BROTHERHOOD**  
LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS  
Herman L. Ekorn, President  
600 Second Ave. So., Minneapolis 2, Minnesota

# LOOK ...

... in this space next month for highlights of the splendid progress in membership, protection, and service made in 1948 by—

## WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

Omaha, Nebraska

## OUR FIELD REPRESENTATIVES SELL COMPLETE PROTECTION

The men and women representing the Equitable Reserve Association have a complete line of protection to offer their prospects.

They have life insurance contracts that provide Protection to take care of every need—Income for the assured—Protection for dependents—Education of Children—Mortgage payment—Accident protection—Salary replacement.

Rates and Reserves based on the latest and most modern C.S.O. mortality table and 2½% interest assumption.

Sell the Best — Sell for the

## EQUITABLE RESERVE ASSOCIATION

Life Insurance for Men, Women and Children  
NEENAH, WISCONSIN



## Doubts N. Y. Law Allows NALU Pay Basis

(CONTINUED FROM PAGE 1)

compensation plans prevailing at that time," Mr. McKinney points out. "Since 1929 there have been many changes in the economic picture. New trends have also appeared in agent's compensation: Companies now offer pensions and group insurance and the so-called career contract has been introduced. The problem of the proper compensation of agents, the reward due a general agent or manager and the efficient and flexible operation of an insurance company are all at stake in this question."

Mr. McKinney feels that the question of amending section 213 is one that requires careful consideration by all segments of the business, the insurance department, the companies, and the field men.

Mr. McKinney points out in his analysis that companies doing business in New York must comply with three expense limits: Total company expenses, agency expenses and total first year commissions to agents or general agents. He also analyzes the industrial limits, which are somewhat different from the ordinary. Also there are limitations which apply to both ordinary and industrial, such as additional allowances for small companies and the provision that all insurance and annuity contracts must be self-supporting.

### Explains Effects of Increases

When salaries and the cost of operations are increased sharply, as during inflation, the result is a relative increase in the company's expenses with no corresponding increase in the expense limits. The effect of an abnormal volume of new business would not be as marked provided the company's commission scale follows the commissions set out in the law, for the expense limits would increase in proportion to the increased volume of new business, Mr. McKinney points out. If however the so-called career contract is used, paying larger early renewal commissions than is contemplated in the expense formulas, the expense limit will not increase as rapidly as the volume of new business and the company may be embarrassed under its expense limits. As to whether section 213 permits an increase in the commission scale to agents during inflated periods, the answer is definitely no, according to Mr. McKinney, who says this is to be expected, for it would be difficult for a law controlling an agent's commissions and over-all compensation to permit fluctuations depending upon economic conditions.

### Gives Comparison

Mr. McKinney includes a comparison of actual expenses to expense limits beginning with 1941. The ratio of total company expenses for companies licensed in New York was 74.3% in 1941, 75.3 in 1945 and jumped to 82.2 in 1946 and 87.3 in 1947. The corresponding ratios for first-year agency expenses were 81.7 in 1941, 81.9 in 1945, 83.8 in 1946 and 85.5 in 1947.

Mr. McKinney points out that the true narrowing of the margins between actual expenses and expense limits is more pronounced when individual companies are studied, since the aggregate results are unduly influenced by several large companies. A study of moderate sized or small companies indicates that their margins were much smaller and that in a number of cases they exceeded one or the other of the expense limits in 1946 and 1947. This was the principal reason that the expense limits of section 213 were amended in 1948.

As to whether the companies have used section 213 as an excuse for not increasing or changing the basis of compensation of agents, Mr. McKinney said that since up to 1945 companies generally spent as expenses considerably less than the expense limits permitted, at first glance it might be argued that they were unduly conservative in this connection. However, fol-

lowing the war prices and costs spiraled and "it is probably fortunate that the companies did have their former margins of expenses to call on." He also notes that section 213 always contemplated that in normal times companies would maintain considerable margins between actual expenses and the expense limits, since otherwise they would not be operating efficiently or carrying out their true trusteeship to their policyholders.

"From an agent's viewpoint, it is important to realize that the compensation of agents is not primarily controlled by the expense limitations," he observes. "In order for a New York company to change its basis of compensation it

must present the proposed plan to the department of insurance and prove that the plan does not exceed the first year maximum of 55% and that the present value of the total compensation does not exceed the limit of 111.96% of one premium. These latter two requirements are, therefore, the controlling regulations on compensation. In this connection, we have heard the opinion expressed, by a reliable source, that the present value of the commissions, service fees, pensions and other component parts of the compensation plans in most of the companies subject to the New York law, do not vary more than 5 or 6% from the maximum permitted by the statute. Other companies not operating in New York would have rates of commission which would be at least as favorable. This is the test on which the companies must be judged."

Mr. Huber does his recruiting intensively once a year. He sends out 2,200 letters telling what kind of men he wants and usually gets from 20 to 100 prospective recruits. New prospective agents are introduced to present agents, as Mr. Huber won't take anybody who isn't congenial. In addition to the aptitude index he has devised a settlement option test to make sure the applicant can handle the arithmetic of programming.

### Need for New Blood

Walter Fariss, director of field personnel, emphasized the importance of recruiting by pointing out that in 1954 50% of the company's business will come from agents not now with the company. As to what the company can do to satisfy the agent's desire for recognition, he said that one of these was the use of letters from the home office signed by President John S. Thompson, which are sent to each agent who brought in another agent in 1948. Mr. Fariss said that any general agent who is not getting at least 15% of his production from men inducted in the last two years had better take a look at his manpower situation.

Benjamin D. Salinger, New York City, said that very few of his agents had come through recommendations by others in the agency. His best source is centers of influence. He keeps up the interest of his centers of influence by sending them a personal letter four times a year about something of interest to them. At the bottom he puts a postscript in longhand pointing out that it has been quite a while since they have sent anybody in and asking if they don't ever meet anybody anymore. He makes it a point to have lunch with these people soon after sending the letter. In every case he is very careful to let the center of influence know why a man he sent was not taken.

### GETS THE LOW-DOWN

In getting a line on prospective recruits, Frederick N. Winkler, Cleveland, makes it a point to get not only the good points, which the reference is of course willing to give, but also the man's faults. Very often a failing that the aptitude tests won't spot can be learned in this way. He suggested that the agencies be divided into four or five districts and that prizes be given based on amount of business from new men.

Describing Mutual Benefit's 1949 advertising, John D. Brundage, director of sales service, said there would be a three-way national advertising campaign. Business insurance advertising will run in "Fortune"; "anagraph" programming will be featured in "Saturday Eve-

## Frankness Enhances Value of Talks

(CONTINUED FROM PAGE 3)

new general agent who needs capital shouldn't hesitate to borrow it, for borrowed capital, intelligently used, will make the small interest factor unimportant in the light of the return.

While the general agent sees one of his agents making more than he does he should not evaluate his business in terms of general agent versus agent but rather of the return of a general agent as compared to other business men. Figuring on this basis, he showed that in 1948, after paying himself a salary he assumed he was worth, he made a profit of 15% on his investment in the business. This did not take into account renewals.

### USES BUDGET

E. D. Carlough, Jr., Albany, uses a budget to control the controllable expenses. He increases volume not only through increasing the sales personnel but by raising the efficiency of the sales and office personnel. Emphasis is put on higher average premiums, larger average policy, better persistency and better collection frequency. This means a constant and critical study of the business of each individual agent and for this the agency uses a simple form showing the record by months. This data is invaluable for one or two men can destroy an otherwise good average premium and average policy record and high persistency can become poor because of the experience of a minority.

Efficiency aids for office personnel in-

clude high salaries, monthly bonuses based on agency paid-for; compensation for overtime; pleasant surroundings; filing-storage planned to require minimum effort; calculating machines, dictating machines, postage meter; willingness to aid employees' comfort; and periodic conferences of all office personnel.

John Poinier, eastern regional superintendent of agencies, spoke on the use of the company's plan books in which each general agent outline his objections for the coming year. He expressed gratification that the general agents' cooperated in turning in their plan books before the close of the convention.

### Cautious on Financing

John A. Erskine, recently appointed general agent at Pittsburgh, said if the agent has resources he should use them. One of his agents who left the business said "The greatest disservice you did me was to finance me."

"If an agent won't bet on himself, I don't know why I should," said Mr. Erskine. As for sales help, Mr. Erskine goes out with the new man early in the morning and they stay on the job until late at night.

Solomon Huber, New York City, spends an uninterrupted hour conferring with each of his agents every week. Agency meetings are purely educational, notices and the like being sent to the men as circulars. He said his annual forum has very practical value and the last one brought in \$250,000 of business within eight weeks through centers of influence who attended the forum.

## Hunger Knows No Holiday

PARENTAL LOVE and attention will satisfy the hunger of its young. This is Nature's plan to supply the need of the helpless. Life and love are necessary to complete this plan.

Human life is frail and uncertain. Life insurance is the only certain provider of the comforts of home, education and a fair chance in life for children. There is a monthly income plan issued by The Maccabees especially designed for every conceivable family need.

Attractive Territory  
and unusual  
Sales Opportunities  
are presented by:



5057 WOODWARD AVENUE • DETROIT 2, MICHIGAN





# ACTUARIES

## CALIFORNIA

### COATES, HERFURTH & ENGLAND

#### CONSULTING ACTUARIES

San Francisco Denver Los Angeles

## ILLINOIS

### THOMAS and TIFFANY

#### CONSULTING ACTUARIES

211 West Wacker Drive  
CHICAGO 6

Telephone Franklin 2833  
B. Russell Thomas, A.A.S., A.A.I.A.  
Carl A. Tiffany

### Harry S. Tressel & Associates

#### Certified Public Accountants and Actuaries

10 S. La Salle St., Chicago 3, Illinois  
Telephone Franklin 4629

Harry S. Tressel, N.A.I.A.  
B. Wolfman, F.A.I.A. Wm. H. Gillette, C.P.A.  
H. A. Moncovitch, A.A.I.A. W. P. Kelly  
W. M. Barkhoff, C.P.A. Robert Murray

## INDIANA

### Haight, Davis & Haight, Inc.

#### Consulting Actuaries

FRANK J. HAIGHT, President  
Indianapolis — Omaha

## MISSOURI

### NELSON and WARREN

#### Consulting Actuaries

915 Olive Street, Saint Louis  
Central 3126

## NEW YORK

Established in 1885 by David Parkes Fackler

### FACKLER & COMPANY

#### Consulting Actuaries

8 West 40th Street New York

#### Consulting Actuaries Auditors and Accountants

### Wolfe, Corcoran and Linder

119 John Street, New York, N. Y.

## PENNSYLVANIA

### FRANK M. SPEAKMAN

#### CONSULTING ACTUARY

#### ASSOCIATE

E. P. Higgins

THE BOURSE PHILADELPHIA

## VIRGINIA

### BOWLES, ANDREWS & TOWNE

#### CONSULTING ACTUARIES

915 American Bldg., Richmond 19, Va.  
Robert J. Towne, F.A.S.A., F.A.I.A.  
T. Coleman Andrews, C.P.A., M.A.I.A.  
Thos. P. Bowles, Jr., F.A.S.A., F.A.I.A.

ning Post" and "Time"; and the new advertising based on the theme of security will appear in "Life" and "Newsweek." These programs will reach about 90 million people and will be backed up by local merchandising through newspaper mats. Reprints of the advertising will be available and there will be a direct mail tie-in.

#### Describes Training Program.

Laurance W. McDougall, director of management training, said that the company's management training program is based on the following: Reading and study pitched at the supervisory level, where management training properly begins; supervisory conferences of two or three weeks each, with 12 supervisors being nominated by the general agents and accepted by the home office; post-induction training for the new general agent at the home office; company sales schools to get the general agent conversant with what is taught the agents; post-induction review three to four months after appointment, usually by a visit by someone from the agency department and preferably the regional superintendent of agencies; two-week management conferences to get a number of general agents thinking together; refresher conferences to offset the fact that the general agents tends to get so involved in the day-to-day job that he doesn't stand off and look at the task objectively.

#### Duty to Develop Territory

W. L. Murrell, Los Angeles, said that the general agent has an obligation to develop the outlying territory even though it may be less economical than in the general agency city. He warned that there is more need for care in the appointment and particularly in the financing of these district supervisors because they lack close supervision and daily contact with the main office. Such a man must be a self-starter and it is important to have enough men to select from.

Clay Hamlin, Buffalo, runs his district offices by leaving its operation pretty much up to the district supervisor. The man should be from 28 to 35 years old, of more than average ability and one who can continually furnish his own driving power. He should be a man who aspires to be a general agent. He should have selling enthusiasm and keep on selling because when he quits it he may lose his selling influence with others. Also, he needs renewals to stabilize his income. Mr. Hamlin's principle is to pay well for production but pay nothing for non-production. He gives his district supervisors 80% of all the agency's income on that business excluding collection fees and the general agent's renewal credits. This percentage applies to the man's personal production also. He subsidizes new district supervisors on a gradually decreasing basis running over about two years. The district man furnishes his own office and pays all expenses so there is no argument as to how much he can spend.

#### T. G. MURRELL PANEL

Leading a panel on training, Thomas G. Murrell, San Francisco, said his agency's training methods are based on security for the new man. If he has soliciting areas he is sent to the next "analograph" school. From then on he sells a combination of packages and programs, the former being necessary because he would not sell enough programs to balance his budget. He sells business insurance only after taking a special course. One package sales presentation is taught him to make sure he has the courage to go out and solicit. Most program solicitations lead to a package sale, as usually the prospect cannot do the whole job in one bite.

Lewis E. Bender, Minneapolis, teaches his men to sell the "estate package." This is based on the principle that the program is composed of a number of packages. Even on a package sale, he said, the agent must develop the prob-

lem and the desire for its solution. Too many new men put too much emphasis on the close and try to close too soon, he said. Mr. Bender recruits on a large scale and does no financing. He sells new men the idea that they are sole proprietors of their own businesses.

#### Drewry Stresses Business Cover

James S. Drewry, Cincinnati, said that business insurance accounted for about 10% of his agency's production, which is about twice the company's average ratio. About two-thirds of his business insurance production is on the straight life plan. He emphasized that practically all came from experienced agents, only one small case coming from a new man. The average case was \$50,000 per firm, with an average of three lives per firm.

Arthur V. Youngman, New York City, said that his 25 agents in the last six months of 1948 had a closing ratio of one for each 1.2 original complete presentations of the solution to the prospect's problem. There were 293 such presentations, with 246 cases closed for \$2,812,200.

Russell B. Knapp, associate general agent of the Youngman agency, demonstrated the agency's analograph form sheet used to simplify the making of presentations.

Don Peterson of L.I.A.M.A. gave out samples of the new aptitude index and told how it differs from the one that has been in use for some years.

#### Wilkinson Leads Panel

Robert W. Wilkinson, regional superintendent of agencies at Chicago, led the panel on supervision. He emphasized the importance of this aspect of the general agent's job. Lester Einstein and Ben D. Salinger, co-general agents at New York City, told how they use forms to keep track of what every man in the agency is doing. Fern D. Haselton, Boston, summarized what his agency does in the field of supervision.

August C. Hanson, sales services assistant, discussing brokerage business, gave several practical suggestions for getting it. One is "Cases," bi-monthly brokerage mailing piece. Other suggestions were: Pick out the good brokers in your town, using the same yardstick as on potential full-time agents; prove to these men that you have nothing to sell except service; underwrite the case before it goes to the home office; give the home office all the facts, good and bad; on a declined case help the broker get it placed somewhere else; keep the broker up to date on the progress of his cases; pay him his commission promptly; when using direct mail don't send any bulletins unless you have something to say.

Speaking out vigorously for brokerage business, which now accounts for only about 15% of Mutual Benefit's production, Edward L. Rosenbaum, Brooklyn, said that brokerage seemed to be like an illegitimate child—attractive but nobody likes to talk about it. Persistency is excellent, at which no one should be surprised, because the broker usually undersells. Prospects are usually middle-class business men in a good age group. They are the best business insurance clients, pay on the annual basis, present no not-taken problem, while brokers do little substandard business because they have a basic income from their other insurance and do not have to press for life insurance business.

As for surplus business from full-

time agents of other companies, Mr. Rosenbaum said he got 85% of it on the telephone. In dealing with these surplus writers Mr. Rosenbaum said it is important for the solicitor not to try to boost his own company beyond the man's regular company; the solicitor should never call on an agent without first stopping in to say "hello" to the general agent; he should emphasize that he is interested only in business that the agent's own company can't or won't take.

Mr. Rosenbaum said he didn't know of three cases where a broker was in competition with a full-time agent in the same company. As for cost, the broker pays his own expenses and never gets any financing. Mr. Rosenbaum's procedure is to use direct mail in getting the broker's interest and then do everything possible to get the first case. Whether the first case is for \$1,000 or \$100,000, every effort is made to give speedy delivery and make the broker think of the general agent's office as his life department. Mr. Rosenbaum pays the broker his commission check when he turns in the premium check. It isn't necessary to sacrifice anything to get brokerage business, he said, the big requirement being to do something about it each day. Mr. Rosenbaum said that 25% of his 1948 brokerage business came from men he had not met before he joined Mutual Benefit last Feb. 1.

#### Cites Direct-Mail Results

George A. Myer, Harrisburg, said that 20% of his agency's 1948 production started with "Reply-O" letters. He endorsed them strongly. They are a good solution to the problem of the agent who is active in civic and social affairs but is reluctant to follow up these contracts. The agent can circularize anonymously, since his name is not mentioned and his connection with the letter is never revealed. When the card is returned, the agent can approach his friend on the basis that he has a lead which his company asked him to follow up. This method has led to surprising sales from least suspected sources.

In his talk on direct mail, Mr. Brundage said that direct mail letters had gone to more than 250,000 persons during the year and had developed more than 20,000 leads and sold an estimated \$17 million. He said a handbook on direct mail is soon to be issued by the company. He gave these suggestions: Know what is available; know how to use it; select material according to the agent; have a method of displaying the material; put direct mail in charge of a direct-mail secretary; make the procedure easy for the agent; encourage its automatic use; hold agency meetings on direct mail; encourage concentration and repetition, avoiding "new-itis"; find out what is working and throw away what isn't.

President John S. Thompson's talk is reported elsewhere in this issue.

At the dinner Raleigh H. Stotz, Grand Rapids, was toastmaster. Speakers were Frank C. Hughes, Milwaukee, new president of the general agents' association and Lawrence J. MacGregor, president of the Summit, N. J., Trust Co. and a Mutual Benefit director.

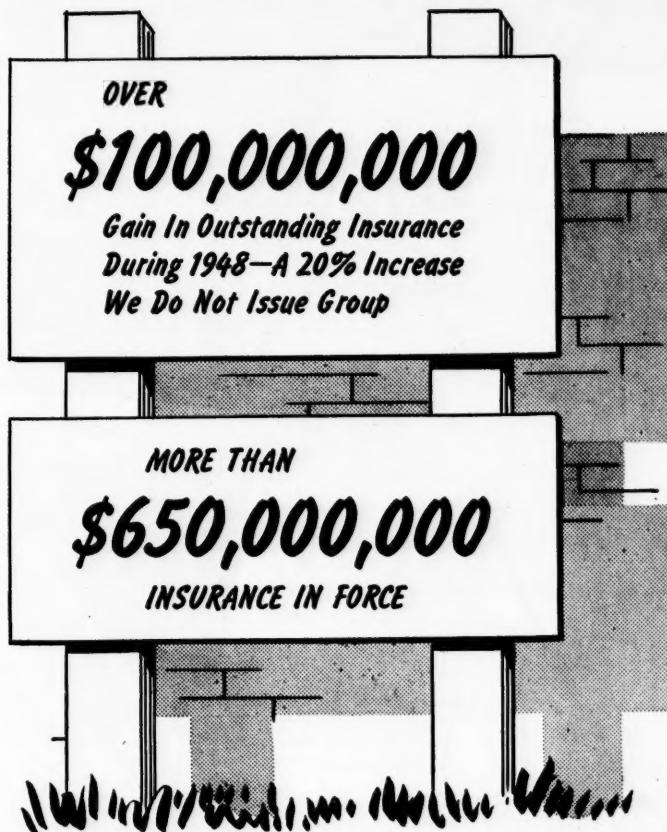
At the general agents' association meeting at which Mr. Hughes was elected president, Robert L. Foreman, Atlanta, was advanced from secretary-treasurer to vice-president and Arthur V. Youngman, New York City, was elected secretary-treasurer.

*In the West it's*  
**WEST COAST LIFE**  
INSURANCE COMPANY  
HOME OFFICE • SAN FRANCISCO

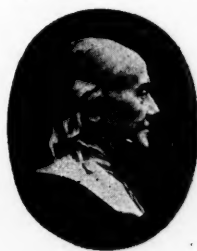


# BRAGGING? of Course!

## Look What We Have to Brag About.



It is doubtful if 20 of the more than 500 life insurance companies in America can show a greater dollar increase in outstanding Ordinary Volume. Needless to say, our exclusive and amazingly salable contracts are primarily responsible for these records. The people love them. Our representatives are happy, too, because Franklin *exclusives* bring them success and undreamed-of prosperity.



*The Friendly*  
**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

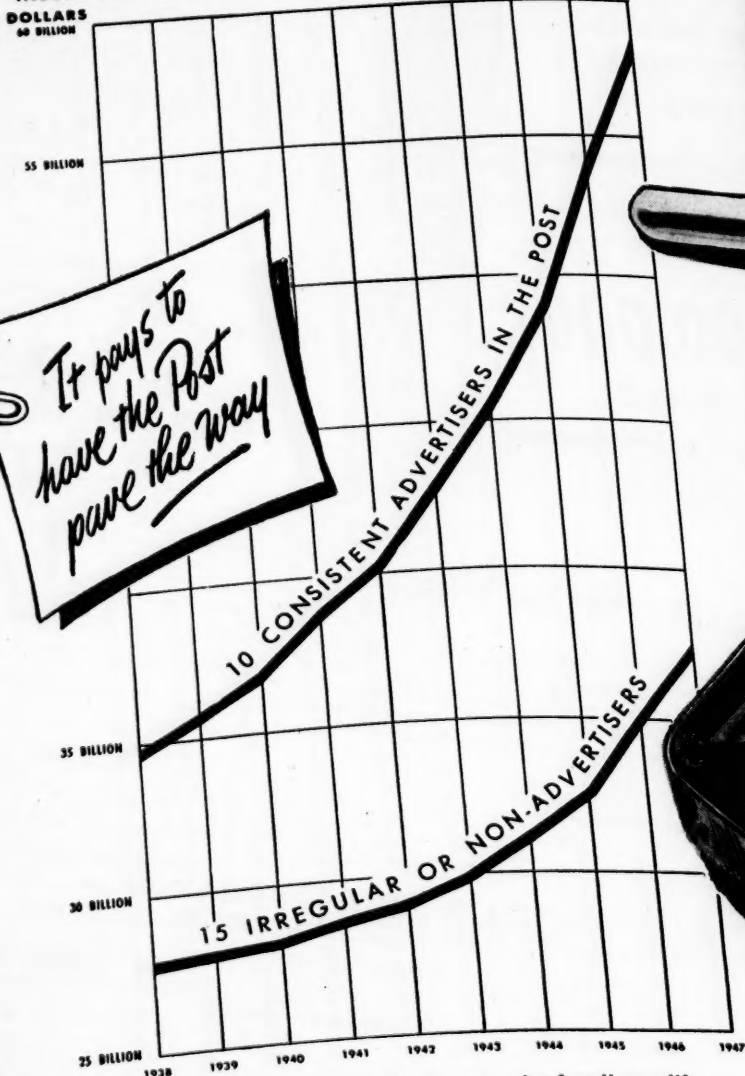
DISTINGUISHED SERVICE SINCE 1884

*One of the 15 Oldest Stock Legal Reserve Life Companies in America*

Over \$650,000,000.00 insurance in force.

*Post Advertising  
Pays Off  
in Sales!*

GRAPH SHOWS THE GROWTH OF ORDINARY LIFE INSURANCE IN FORCE (IN BILLIONS OF DOLLARS) WITH LEADING LIFE INSURANCE COMPANIES DURING 1938 AND THROUGH 1947



*It pays to  
have the Post  
pave the way*

During this ten-year period the growth of ordinary life insurance in force among the ten consistent Post insurance advertisers has been two and a half times as great as that of the fifteen irregular or non-advertisers

THE SATURDAY EVENING  
**POST**